The·Northwestern·Miller

Volume 241
Number 13

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March 28,
1950

Can you measure up?

A wee but short, don't you think? Stretching won't increase this little man's height . . . nor will standing tip-toe. Tommy is just too short.

Make sure that *your* baked goods measure up. More and more American women are demanding . . . and getting . . . bakery products with *taste-appeal* . . . that real deep-down good flavor.

International's "Bakery-Proved"* Flours, backed by more than 55 years of milling know-how, will help your products pass the taste test with flying colors.

*Trade Mark

★ OUR THIRTY YEAR RECORD ★

A Roll Call of the Major Operations in Construction for the Milling, Grain and Associated Industries

ACME FLOUR MILLS CO., Oklahoma City, Okla.
(1922) 200,000 bushels Storage Bins
(1927) 116,000 bushels Additional Storage
ACME MILLS, Hopkinsville, Ky.
(1927) Warehouse and 1,000-barrel Mill, Designed, Erected and Machinery Installed
ALBERS BROS. MILLING CO.
(1924) Oakland, Cal., 200,000 bushels Concrete Storage
(1924) Seattle, Wash., 125,000 bushels Concrete Storage
(1926) Oakland, Cal., Oatmeal Mill
(1944) Oakland, Cal., 140,000-bushel Elevator
APPLE RIVER MILL COMPANY, Minneapolis, Minnesota
(1945) Remodeling Feed Mill
ARCADY FARMS MILLING CO., Kansas City, Mo.
(1928) 28,000-bushel Concrete Elevator
ARKANSAS RICE GROWERS CO-OP. ASSN., Stuttgart, Ark.
(1942) Reinforced Concrete Clean Rice Storage
(1946) 400,000-bushel Rice Storage and Driers
(1948) Clean Rice Storage
ARNOLD MILLING CO., Sterling, Kansas
(1928) 150,000-bushel Concrete Elevator
ATCHISON, TOPEKA & SANTA FE RAILWAY CO.
(1922) Morris, Kansas, Concrete Elevator
ATKINSON MILLING CO., Minneapolis, Minn.
(1926) 100,000 bushels Storage
(1941) Bulk Flour Storage
(1947) Tempering and Cleaning House Addition
BALLARD & BALLARD CO., Louisville, Ky.
(1930) 750,000 bushels Additional Storage
BARTON COUNTY FLOUR MILLS CO., Great Bend, Kan.
(1927) 75,000-bushel Concrete Elevator
(1931) 127,000 bushels Additional Storage
BLAIR MILLING CO., Atchison, Kansas
(1923) Concrete Mill and Elevator
BURLINGTON ELEVATOR CO., Omaha, Neb.
(1929) 800,000-bushel Concrete Elevator
CANADIAN MILL & ELEVATOR CO., El Reno, Okla.
(1922) Concrete Storage
(1928) Reinforced Concrete Flour Mill Building and Wings
(1935) 100,000 bushels Storage
CHICKASHA MILLING CO., Chickasha, Okla.
(1925) 125,000 bushels Storage and Brick Warehouse
(1928) 200-barrel Corn Mill, 200,000-bushel Elevator, Office and Warehouse
COLLINGWOOD GRAIN CO.
(1931) Pretty Prairie, Kansas, 85,000-bushel Concrete Elevator
(1927) Colano, Kan., 100,000-bushel Concrete Elevator
COMMANDER-LARABEE MILLING CO., Minneapolis, Minn.
(1928) 200,000 bus Additional Storage at Sherman, Texas
(1932) 800,000 bus Concrete Storage at Wellington, Kan.
(1944) Reconstruction of Flour Mill After Explosion at North Kansas City, Mo.
(1948) Bulk Flour Storage and Packing Bldg.
CONTIMAR—S. A., Buenos Aires, Argentina
(1947) San Nicolas, Argentina, Corn Mill
CORCORAN MILLING CO., Corcoran, Calif.
(1945) 250,000-bushel Concrete Grain Elevator
CRETE MILLS, Crete, Neb.
(1946) Feed Mill
DES MOINES ELEVATOR & GRAIN CO., Des Moines, Iowa
(1929) 315,000 bushels Additional Storage
(1941) 315,000 bushels Additional Storage
DEWEY PORTLAND CEMENT CO. (7 contracts)
Davenport, Iowa, Reinforced Concrete Stock and Pack House and Cement Storage
Dewey, Okla., Rock Storage
(1945) Dewey, Okla., Pack House
DIXIE PORTLAND FLOUR CO., Higginsville, Mo.
(1941) Concrete Elevator
DIXIE-PORTLAND FLOUR MILLS CO., Richmond, Va.
(1947) 183,000-bushel Grain Elevator
DOBRY FLOUR MILLS, INC., Yukon, Okla.
(1934) 1,000-barrel Flour Mill and Concrete Elevator
DODGE CITY (KANSAS) TERMINAL ELEVATOR CO.
(1928) 500,000-bushel Concrete Elevator
THE DRACKETT CO., Cincinnati, Ohio
(1931) [illegible] Concrete Grain Elevator
EAGLE MILLING CO., Edmond, Okla.
(1935) 100,000-bushel Concrete Storage
EARLY & DANIEL CO., Cincinnati, Ohio
(1939) 1,000,000 bushels Storage
(1941) Reinforced Concrete Feed Mill, Indianapolis, Ind.
(1945) Conversion of Corn Driers, Louisville, Ky.
ENID TERMINAL ELEVATOR CO., Enid, Okla.
(1926) 540,000-bushel Concrete Terminal Elevator
(1927) 500,000 bushels Additional Storage
(1931) 720,000 bushels Additional Storage
FAIR OAKS GRAIN DRYING COOP. ASSN., Fair Oaks, Ark.
(1948) Rice Drier
FANT MILLING CO., Sherman, Texas
(1945) Feed Mill Construction
FARMERS NATIONAL GRAIN CORP., Fremont, Neb.
(1931) 480,000 bushels Additional Storage
FEDERAL MILL, INC., Lockport, N. Y.
(1931) 261,000-bushel Concrete Elevator
(1948) Bulk Flour Storage
FISHER FLOURING MILLS CO., Seattle, Wash.
(1945) Alterations in Feed Plant
FLOUR MILLS OF AMERICA, INC., Kansas City, Mo.
(1945) Fort Scott, Kan., New Headhouse and Elevator
(1947) Fort Scott, Kansas, New Packing Plant
(1947) Great Bend, Kansas, 350,000-bushel Elevator
(1947) North Kansas City, Mo., 4,000-sack Flour Mill Unit and Warehouse
(1947) St. Louis, Mo., 1,000,000-bushel Elevator
GALVESTON WHARF CO., Galveston, Texas
(1929) 4,000,000-bushel Concrete Elevator
GARRISON MILLING CO., Oklahoma City, Okla.
(1931) 220,000 bushels Additional Storage
(1941) 220,000 bus Additional Storage
GENERAL MILLS, INC., Minneapolis (1921 to date)
14 Contracts for 18 Elevators with 5,845,000 bus capacity, Flour Mills, Feed Mill, Cleaner House, Bulk Storage, Warehouses and Office Buildings
GLOBE GRAIN & MILLING CO., Ogden, Utah
(1930) 750,000 bushels Additional Storage
GOERZ FLOUR MILLS CO., Newton, Kansas
(1929) Concrete Office
(1932) Concrete Warehouse

RAMON GONZALEZ, Nuevo Laredo Tamps, Mexico
(1928) 200-bbl Reinforced Concrete Flour Mill
D. H. GRANDIN MILLING CO., Jamestown, N. Y.
(1927) 75,000-bushel Concrete Milling Elevator
GREAT WESTERN SUGAR CO., Ovid, Colo.
(1949) Bulk Sugar Storage
HACKER FLOUR MILLS, Jefferson, Okla.
(1934) Rebuilding Flour Mill Building
HARDEMAN-KING CO., Oklahoma City, Okla.
(1924) Feed Mill, Warehouse and Elevator
HICKORY RIDGE GRAIN DRYING COOP. ASSN., Hickory Ridge, Ark.
(1948) Rice Storage
HIRAM WALKER & SONS, INC., Peoria, Illinois
(1941) 1,100,000-bushel Elevator
HONEYMEAD PRODUCTS CO., Cedar Rapids, Iowa
(1942) 300,000-bushel Elevator
HOUSTON MILLING CO., Houston, Texas
(1925) 100,000 bushels Concrete Storage
(1929) 200,000 bushels Additional Storage
(1945) Reconstruction following explosion
HILLEHEART BROS., INC., Vincennes, Ind.
(1948) Corn Shelling Plant
INLAND MILLING CO., Des Moines, Iowa
(1926) 124,000 bushels Additional Storage
(1929) 200,000 bushels Additional Storage
INTERNATIONAL MILLING CO., Mpls. (1924 to date)
Eleven Contracts for Nine Elevators and Additions with Storage Capacity of 7,125,000 bushels
JONESBORO GRAIN DRYING COOP. ASSN., Jonesboro, Arkansas
(1948) Rice Drier
KANSAS ELEVATOR CO., Topeka, Kansas
(1948) Remodeling Elevator and Installing Drier
K. B. R. MILLING CO., McPherson, Kansas
(1931) 50,000 bus Additional Storage at Marquette, Kan.
WILLIAM KELLY MILLING CO., Hutchinson, Kansas
(1925) 250,000 bushels Storage Bins
(1927) 250,000 bushels Additional Storage
KIMBELL MILLING CO., Fort Worth, Texas, and Associated Companies (1924 to date)
18 Contracts for 9 Elevators and Additions with 4,520,000 bushels capacity, Fireproof Warehouse
KING MIDAS FLOUR MILLS (Division of Van Dusen Harrington Co.), Minneapolis, Minn.
(1945) Feed Mill Alterations
W. J. LAWTHER MILLS, Dallas, Texas (two contracts)
(1924 and 1926) Feed Mill Elevator
H. D. LEE FLOUR MILLS CO., Salina, Kansas
(1923) 500,000-bushel Elevator and Tempering Bins
LEVAL & COMPANY, Minneapolis, Minn.
(1941) 1,450,000-bushel Elevator
McGEHEE GRAIN DRYING COOP. ASSN., McGehee, Ark.
(1948) Rice Drier
MILLER MALTING CO., Los Angeles, Cal.
(1938) 200,000-bushel Elevator and Complete Barley Malting Plant
(1941) 225,000-bushel Elevator
(1944) Addition to Malting Plant
(1947) 500,000-bushel Grain Storage, New Malt House
MILLSTREAM CEREAL COMPANY, Bonner Springs, Kan.
(1948) Plans for Corn Meal Mill
M. F. A. CO-OP. GRAIN & FEED CO., INC., Mexico, Mo.
(1945) Reinforced Concrete Grain Elevator and Drier
M. F. A. MILLING CO., Aurora, Mo.
(1945) Remodeling Feed Mill
MISSOURI PORTLAND CEMENT CO., Kansas City, Mo.
(1940) New Packing Plant
(1941) Additional Plant Improvements
MONTANA FLOUR MILLS CO., Cleveland, Ohio
(1930) 500,000-bushel Concrete Elevator
MOUNTAIN CITY MILL CO., INC., Chattanooga, Tenn.
(1941) 200,000-bushel Elevator
NATIONAL OATS CO., E. St. Louis, Ill.
(1946) 583,000-bushel Reinforced Concrete Elevator
NEBRASKA CONSOLIDATED MILLS CO., Omaha, Neb.
(1935) 250,000-bushel Elevator at Grand Island, Neb.
(1946) Flour Mill Building and Warehouse and 250,000-bushel Elevator at Decatur, Ala.
NEW ERA MILLING CO., Arkansas City, Kansas
(1927) 125,000 bushels Additional Storage
NORTHWEST LINSEED CO., Minneapolis, Minn.
(1947) 350,000-bushel Grain Storage
WILLIS NORTON CO., Wichita, Kansas
(1928) 300,000 bushels Additional Storage
OKLAHOMA WHEAT POOL ELEV. CORP., Enid, Okla.
(1930) 1,000,000-bushel Concrete Elevator
PACIFIC CO-OP. POULTRY PRODUCERS, Eugene, Oregon
(1941) Reinforced Concrete Feed Mill and Elevator
PARIS MILLING CO., Paris, Texas
(1937) 200,000 bushels Concrete Storage
PEARLSTONE MILL & ELEVATOR CO., Dallas, Texas
(1922) 174,000-bushel Concrete Elevator
(1923) 145,000 bushels Additional Storage
(1925) 300-barrel Corn Meal Mill
(1927) 300,000 bushels Additional Storage
PERMANENTE CORPORATION, Redwood City, Cal.
(1941) Cement Silos
PILLSBURY MILLS, INC., Minneapolis (1918 to date)
7 Elevators, with 4,130,000 bushels capacity, 2 Flour Mills, Cereal Plant, Bulk Flour Storage, Warehouses and Feed Mills
(1948) Ogden, Utah, Remodeling Flour Packing Plant
PONCA CITY MILLING CO., Ponca City, Okla.
(1927) 92,000-bushel Concrete Elevator
(1928) 250,000 bushels Additional Storage
POULTRY PRODUCERS OF CENTRAL CALIFORNIA, Petaluma, Calif.
(1937) 500,000-bu Elevator, Feed Mill and Warehouse
POULTRYMEN'S CO-OPERATIVE ASS'N OF SOUTHERN CALIFORNIA, Los Angeles, Cal.
(1941) 250,000-bushel Elevator
E. G. RALL GRAIN CO., Fort Worth, Texas
(1924) 200,000-bushel Concrete Storage
(1929) 200,000 bushels Additional Storage
RALSTON PURINA CO., St. Louis, Mo. (1924-1949)
13 Elevators or Additions for 2 Feed Mills, 4 Warehouses, 12 Elevators or Additions, with storage capacity of 2,475,000 bushels, Office Buildings
(1941) Soybean Plant, Iowa Falls
(1948) Reinforced Concrete Grain Storage and Feed Mill at Wilmington, Del.
(1945) Iowa Falls, Iowa, 800,000-bushel Grain Elevator
(1946) St. Johnsbury, Vermont, New Feed Mill
ROANOKE CITY MILLS, INC., Roanoke, Va.
(1936) 125,000 bushels Storage
(1944) Reinforced Concrete Feed Mill
RODNEY MILLING CO., Kansas City, Mo.
(1931) 263,000 bushels Additional Storage
(1935) 400,000 bushels Additional Storage
RUSSELL MILLING CO., Russell, Kansas
(1923) Tempering Bins and Cleaner House
(1926) 50,000-bushel Concrete Elevator at Salina, Kansas
(1929) 125,000 bushels Additional Storage
RUSSELL-MILLER MILLING CO., Alton, Illinois
(1940) 13,500-sack Flour Mill and 1,000,000-bus Elevator
RUSSELL-MILLER MILLING COMPANY, Dallas, Texas
(1947) Flour Storage and Packing Plant
SCHULTE, BAUJAN & CO., Beardstown, Ill.
(1948) Feed Mill
SCOTT COUNTY MILLING CO., Sikeston, Mo.
(1946) 500,000-bushel Elevator
SECURITY ELEVATOR CO., Hutchinson, Kansas
(1925) 200,000 bushels Storage Bins
(1926) 250,000 bushels Additional Storage
(1929) 410,000 bushels Additional Storage
SHAWNEE MILLING CO., Shawnee, Okla.
(1926) 200,000-bushel Concrete Elevator
(1931) 250,000 bushels Additional Storage
(1936) 1,000-barrel Flour Mill
SMALL COMPANY, W. J., INC., Neodesha, Kansas
(1944) Brunswick, Mo., Alfalfa Storage & Blending Plant
SOUTHERN ACID & SULPHUR CO., Pasadena, Texas
(1944) Rock and Dust Silos
SOUTHWEST TERMINAL ELEVATOR CO., Enid, Okla.
(1926) 540,000-bushel Reinforced Concrete Terminal Grain Elevator
(1927) 500,000 bushels Additional Storage
SPENCER KELLOGG & SONS, INC., Decatur, Ill.
(1938) 1,000,000 bushels Storage
STAFFORD COUNTY FLOUR MILLS CO., Hudson, Kansas
(1926) 75,000 bushels Additional Storage
STANDARD MILLING CO., Kansas City, Kansas
(1947) Flour Storage and Packing Plant
A. E. STALEY MFG. CO., Decatur, Ill.
(1938) 1,100,000 bushels Storage
THEO. STIVERS MILLING CO., Rome, Ga.
(1930) 600-barrel Concrete Flour Mill
SUTTER BASIN GROWERS CO-OPERATIVE, Knights Landing, Cal. 300,000-barrel Concrete Elevator
TERMINAL GRAIN CORP., Sioux City, Iowa
(1929) 500,000 bushels Additional Storage
(1941) 500,000 bushels Additional Storage
TEXHOMA ELEVATOR CO., Texhoma, Okla.
(1929) 100,000-bushel Concrete Elevator
TEX-O-KAN FLOUR MILLS CO. (Dallas) PROPERTIES
(1925 to date) 3 Flour Mills, 5 Elevators of Million bu. Each and One Storage Addition of 500,000 bu.
UNITED MILLS CO., Grafton, Ohio
(1931) 750,000-bushel Concrete Elevator
(1932) 100,000 bushels Storage
UNITED STATES ARMY
(1942-44) Construction at Various Military Installations
UNIVERSAL ATLAS CEMENT CO., Waco, Texas
(1936) Concrete Storage
UNIVERSAL MILLS, Fort Worth, Texas
(1927) Concrete Feed Plant Building
VITA CEREAL CO., Kansas City, Mo.
(1932) Concrete Cereal Plant at Bonner Springs, Kan.
V-O MILLING CO., Los Angeles, Cal.
(1925) 150,000-bushel Concrete Elevator, Warehouses and 800-barrel Flour Mill
(1937) Concrete Flour Storage, Blending Plant and Grain Storage
WALL-ROGALSKY MILLING CO., McPherson, Kansas
(1926) 110,000 bushels Additional Storage
WALNUT CREEK MILLING CO., Great Bend, Kansas
(1922) 100,000-bushel Concrete Elevator
WASHINGTON CO-OPERATIVE FARMERS ASSN., Tacoma, Wash.
(1947) Feed Mill
WESTERN STAR MILL CO., Salina, Kansas
(1921) Concrete Tempering Bins and Cleaning House
WESTERN TERMINAL ELEVATOR CO., Hutchinson, Kan.
(1927) 250,000-bushel Concrete Elevator
(1928) 300,000 bushels Additional Storage
(1930) 500,000 bushels Additional Storage
J. C. WHALEY ELEVATOR, Lubbock, Texas
(1927) 100,000-bu Concrete Elevator and Head House
WHEATLEY GRAIN DRYING COOP. ASSN., Wheatley, Ark.
(1948) Rice Drier
WOLF MILLING CO., Ellinwood, Kansas
(1928) 50,000 bushels Additional Storage
YUKON MILL & GRAIN CO., Yukon, Okla.
(1922) Concrete and Brick Mill Building at Yukon
(1925) 20,000-bushel Concrete Elevator at Banner, Okla.

1949

Allied Mills, Inc., Taylorville, Ill. 650,000-bu. Grain Storage
Anheuser-Busch, Inc., St. Louis, Mo. Feed Loadout Building, Malt Storage and Other Engineering Work
Austin-Heaton Company, Durham, N. C. Grain Elevator
Bay State Milling Co., Winona, Minn. Bag Conveying System and Flour Bins
Cargill, Inc., Norris City, Ill., Mexia, Texas. Grain Unloading Facilities
Commander-Larabee Milling Co., Clinton, Mo. Flour Bins
Instituto de Fomento de la Produccion, Guatemala City, Guatemala. Plans for Terminal Elevator
International Milling Co., Salina, Kansas. Warehouse Plans
International Milling Co., North Kansas City, Mo. Warehouse and Office Plans
Kimbell Milling Co., Fort Worth, Texas. 1,000,000-bu. Grain Storage
Mississippi Glass Co., St. Louis, Mo. Bins for Raw Materials
Pillsbury Mills, Inc., Lima, Ohio. 500,000-bu. Grain Storage
Pittsburgh Plate Glass Co., Crystal City, Mo. Bins for Raw Materials
Port of Boston Authority, Hoosac Pier, Charlestown, Mass. Improvements to Port Elevator
Western Cottonoil Co., Abilene, Texas. Feed Mill Remodeling

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JONES-HETTELSATER CONSTRUCTION COMPANY

(AND ASSOCIATED COMPANIES)

Designers and Builders for Flour and Feed Millers and the American Grain Trade

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POLAR BEAR FLOUR IS KING

Bread quality will never slip so long as it is founded firmly on POLAR BEAR flour. For the baking character of this famous brand has remained at the top steadily for 50 years.

FOUNDED BY
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The NEW ERA MILLING CO. KANSAS CITY, KANSAS

Hart-Bartlett-Sturtevant Grain Co.

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Grain Merchants

Operating Terminals at—
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St. Joseph, Missouri
Sioux City, Iowa

Sub-Terminal at
Nebraska City, Nebraska

Country Elevators in
Six States

J. F. IMBS MILLING CO. ST. LOUIS, MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 3,900 SACKS

CONTINENTAL GRAIN CO. MILLING WHEAT FROM EVERY PRODUCING SECTION OF THE UNITED STATES

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St. Louis	Portland	Chicago	Enid	Galveston
Kansas City	Galveston	Kansas City	Minneapolis	Portland
Omaha	Enid	St. Louis	Davenport	San Francisco
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		Columbus		Winnipeg

QUALITY ABOVE ALL ELSE

SILK FLOSS
BREAD AND CAKE FLOURS

Tri Santa-Fe
Finest Short Patent

When we say that this milling company is devoted to the production of flour in which quality is placed above everything else, we mean it literally. Nothing in wheat selection, milling or any other phase of business is permitted to interfere with the prime baking qualities of SILK FLOSS and SANTA FE TRAIL. That's why so many bakers have found these flours always reliable.

CAPACITY 10,000 CWTS.
STORAGE 3,500,000 BU.

KANSAS MILLING CO.
WICHITA, KANSAS

SINCE 1894

DOWN THRU THE YEARS...

for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR

TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

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are often caused by

SMOKING

If smoking must be permitted
Provide a safe place and
Confine smoking to that place

PREVENT FIRE

MILL MUTUAL FIRE PREVENTION BUREAU
CHICAGO

104 YEARS OF MILLING EXPERIENCE PLUS MODERN LABORATORY CONTROL ASSURES THE BAKER EXCELLENT RESULTS WITH:

HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.

The Northwestern Miller

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The American Baker • Feedstuffs • Milling Production

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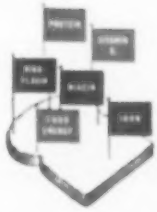

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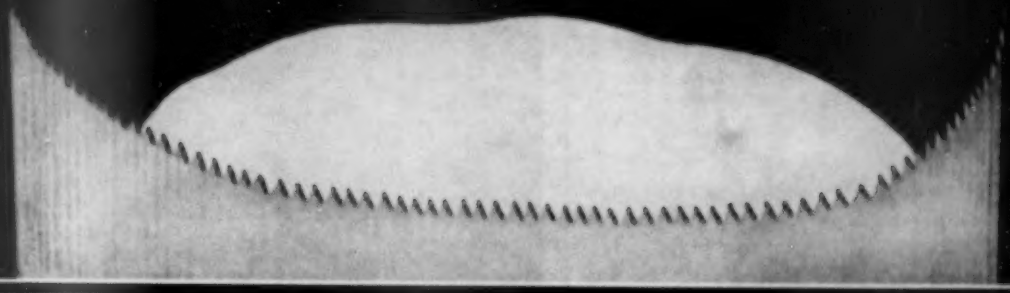
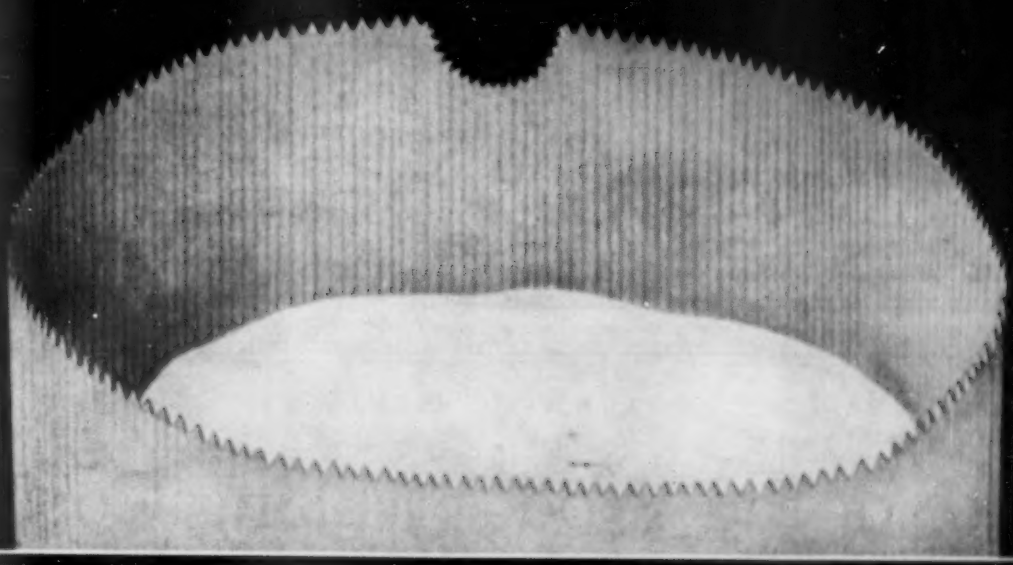
Division of Flour Mills of America, Inc.

ALVA, OKLAHOMA

BEMIS Blue-lined Paper Bags MAKE WHITE FLOUR LOOK WHITER





Your flour looks whiter in Bemis Blue-lined Paper Bags . . . *and housewives like it!* It's a big point in your flour's favor. So use Bemis Blue-lined Paper Bags to build sales!

Bemis

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OGILVIE MILLS

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Ogilvie products include quality flour for every purpose — a complete line of prepared baking mixes, rolled oats, oatmeal, Wheat-Hearts, Vita-B Cereal and "Miracle" farm-tested, scientifically balanced feeds for livestock and poultry.

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Mills at: Montreal — Fort William — Winnipeg
Medicine Hat — Edmonton
Cable Address: Ogilvie Montreal — all codes used

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Successors to Wolverton Flour Mills Co., Ltd.
Canadian Spring and Winter Wheat Flour
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EXCELLENCE FLOUR MILLS LIMITED
Canadian Hard and Winter Wheat Flour
"GOLD STAR" • "EXCELLENCE" • "ROSELAND" • "MAGIC"
Cable Address: Hartnagent, Sask. Always "Excellence" in Name and Quality

QUALITY UNIFORMLY MAINTAINED SINCE 1887

Lake of the Woods Milling Co., Limited

Cable Address
"HASTINGS"
Montreal

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CABLE CODES
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Makers of CANADIAN HARD SPRING WHEAT *Flour*

Owning and Operating
Wheat-Receiving Elevators in Manitoba, Saskatchewan and Alberta

Mills at
Brantford, Keewatin, Medicine Hat

HEAD OFFICE: MONTREAL

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Quality firmly based on scientific wheat selection and experienced milling, controlled from first to last with expert knowledge and skill . . . that is a brief description of the merits of SUPERFLOUR. You'll find this bakery short patent a dependable flour for shop performance and desirable loaf characteristics.

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Superflour

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Quality Millers Since 1879

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Over a Century of Milling Progress

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FLOUR MILLS CO. • KANSAS CITY GRAIN DIVISION

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If you want wheat of the finest in milling and baking qualities, let us serve you. With more than ten million bushels of elevator capacity we have ample space for scientific binning of top quality wheats.

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SQUASH

Soft Serve—Often used in place of overhead serve to conserve energy. Server keeps one foot in serving circle and hits ball with a lobbing underhand stroke.

Volley from T position—Ball is hit before it strikes ground, thus gaining time and keeping opponent off balance. "T" position is halfway between serving circles. Most strategic playing position as most shots can be reached more easily.

WHEN Performance COUNTS

. . . you always choose quality

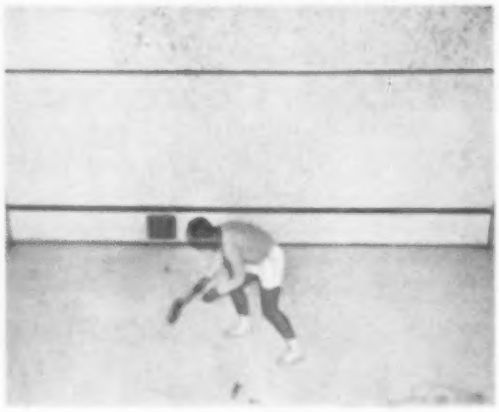
It's just a small rubber ball, but if it's in the vicinity of a couple of squash experts you'd better duck . . . that ball is going to make like a bullet—and fast!

Yes, squash is a fast, tough game, but so is the baking business these days, and if you want shoppers to make like customers you've got to give 'em quality . . . not just today, but *every* day! That's why wise bakers rely on the great family of Commander-Larabee Flours. Their own experience has shown them that they can *count* on the unfailing uniformity of every baking characteristic of these fine flours, at any time . . . in any season.

There is a precision-milled Commander-Larabee Flour for your every baking need . . . milled by men who *know* your needs. Ask your Commander-Larabee representative for full information on the flours which best suit your requirements. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Flour.

Backhand Wall Shot—Often used as a defense against a high lobbing serve. Avoids the necessity of a weaker return off the back wall.

Corner Shot—Ball carems from side to front wall and drops in front court. Used as a change of pace to catch a hard-hitting opponent off balance.



Commander-Larabee Milling Company

GENERAL OFFICES MINNEAPOLIS

COMMANDER MILLING CO. • MINNEAPOLIS
THE LARABEE FLOUR MILLS CO. • KANSAS CITY
BUFFALO FLOUR MILLS CORP. • BUFFALO

Legislators Sample More-Flour Bread

No Wheat Bought by Government During Week

WASHINGTON—The U.S. Department of Agriculture in the week ending March 24 purchased the equivalent of 246,980 bu. wheat in flour and 380,000 bu. rye. No wheat was bought during the period. Flour was purchased on the West Coast, and the rye was purchased at Minneapolis.

The following table shows purchases for the period and cumulative totals for the crop year in bushels:

	Week of March 18-24	July 1-March 24
Wheat	.....	18,937,183
Wheat flour (wheat equivalent)	246,980	3,785,123
Grain sorghums	.....	1,463,113
Rye	380,000	3,127,141
Rye flour (rye equiv.)	.....	191,679
Corn	.....	41,500
Barley	.....	1,161,860
Totals	626,980	28,711,618

BREAD IN THE STAFF OF LIFE

STANDARD MILLING CO. REPORTS QUARTER'S NET

CHICAGO—Standard Milling Co. has reported net income of $13,462 for the quarter ended Feb. 28, 1950, on sales and services volume of $9,946,512. This compares with net income of $10,521 on a volume of $10,554,691 in the like period a year ago.

BREAD IN THE STAFF OF LIFE

H. J. SCHMITT WILL HEAD COLORADO MILLING UNIT

DENVER—Henry J. Schmitt has been named manager of the Omaha flour mills division of the Colorado Milling & Elevator Co., Fred W. Lake, president, announced this week. Mr. Schmitt's new duties become effective in Omaha April 1.

He succeeds Harry R. Caldwell, who resigned to enter the grain and flour brokerage business in New York. Mr. Caldwell, previously connected with the Doughnut Corporation of America, will open an office at 25 Beaver St., New York.

Mr. Schmitt has been with the Colorado company since December, 1944. For the past two years he has been in the operations department of the general office at Denver.

BREAD IN THE STAFF OF LIFE

GMI TO PAY 50c

MINNEAPOLIS—The board of directors of General Mills, Inc., March 27 declared a dividend of 50¢ a share on General Mills common stock, payable May 1 to stockholders of record April 10. This is the 87th consecutive quarterly dividend on General Mills common stock.

BREAD IN THE STAFF OF LIFE

PAUL P. PAYNE HEADS PURITY BAKING FIRM

CHARLESTON, W. VA.—Paul P. Payne has been named president and general manager of the Purity Baking Co., succeeding William F. Grady, founder of the firm, who died recently. Mr. Payne has been associated with the company since 1920 and has been manager of the Beckley plant for the past 27 years.

BREAD IN THE STAFF OF LIFE

GMI OFFICIAL IN EUROPE

MINNEAPOLIS—Henry S. Crosby, vice president in charge of plant engineering, General Mills, Inc., will spend April in Europe. He is scheduled to visit Switzerland, France, Italy and Greece.

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BREAD MADE WITH 16% MORE FLOUR SHIPPED TO CAPITAL

Wheat-State Senators and Representatives Sponsor Distribution—Partial Answer to Wheat Surplus Seen Possible in New Idea

BAKER EXPERIMENTS WITH NEW FORMULA

WASHINGTON — A local baker using the new more-flour bread formula produced what he calls "a generally acceptable bread" using a combination of Kansas wheat and spring wheat flours. The dough used in this experiment consisted of approximately 70% Kansas wheat flour and 30% spring wheat flours. An earlier test made by the baker was a failure. In the trial run the baker used a 50-50 mixture of spring and Kansas flours in a straight dough, with the result that the machinery could not handle the heavy mass. On the second attempt the percentage of spring wheat flour was reduced and the sponge dough method was substituted for the straight dough, producing a "generally good result." The baker intends to experiment further with a dough from a higher percentage of Kansas wheat flour and believes that in scaling the dough to produce lighter net weight loaves he will be able to adopt the new formula successfully and still meet local market tastes for a soft loaf of bread.

BREAD FOR CONGRESS—The nation's senators and representatives sampled bread containing 16% more flour than the standard loaf March 22, when it was distributed in the Senate and House restaurants. The bread, baked in Hutchinson, Kansas, was distributed by wheat-state legislators with the compliments of the Western Kansas Development Assn. Morris Coover, originator of the new formula, who accompanied the shipment, is shown above as he gave Miss Carolyn Schwall, Trans World Airlines hostess, a sample of the bread just after it arrived at National Airport.

BREAD IN THE STAFF OF LIFE

ANGELICA APPOINTMENT

ST. LOUIS—Willard Levy, president of Angelica Uniform Co., has announced the appointment of Stanley W. Ross as sales representative. Mr. Ross will represent Angelica in Connecticut and Rhode Island.

By JOHN CIPPERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—The House and Senate restaurants March 22 featured samples of the newly-developed bread containing 16% more flour. Wheat-state senators and representatives sponsored the luncheon distribution of 500 loaves of the bread after it had been flown to the nation's capital from Hutchinson, Kansas. Mounting wheat surpluses and the reported per capita decline in flour consumption in the U.S. whetted the interest of the wheat-state legislators, who hoped that part of the answer to these problems might be found in the new bread formula.

John Cipperly

The idea was introduced recently in western Kansas by Morris Coover, Kinsley (Kansas) business man, who accompanied the shipment to Washington. He has turned the promotion of the project over to the Western Kansas Development Assn., of which Robert Bird is executive secretary with headquarters at Garden City, Kansas. The bread distributed here was baked by the bakery division of J. S. Dillon & Sons Co., Hutchinson (Kansas) chain store. The principal change in the more-flour formula is the inclusion of 110 lb. of white flour and 6 lb. of whole wheat flour, compared with 100 lb. of white flour in the formula for the standard loaf.

On the surface Mr. Coover appeared to have provided a very simple answer to the wheat surplus problem: Put more flour in bread.

Bread "Palatable"

The Dillon loaf, baked along the lines suggested by Mr. Coover, was palatable bread. It could be buttered generously without crumbling and then folded, sandwich style, for eating.

One Washington baker pointed out that the Coover idea could have been accomplished by the Dillon bakery without the addition of 16 lb. more flour to the original bread formula. Rather than adding flour, this operator said all he needed to do was to reduce the water content.

It was also noted that the Coover formula, with the greater flour content in the dough mass, tends to reduce the shortening and milk and sugar content of the finished loaves, since no increase in these ingredients is provided to compensate for the increased amount of flour.

Should the Coover idea take hold it would unquestionably expand the use of flour considerably, a point which bakers and millers understand.

(Continued on page 33)

Comments on More-Flour Bread

Herman Steen, vice president, Millers National Federation, Chicago: "Any new bread formula is of interest to millers and that is doubly the case when it utilizes more flour. However, I have seen only two loaves of the new Kansas bread, and that is not sufficient to enable anyone to judge the product with any degree of finality.

"The Kansas bread is made with a stiff dough and it is a very compact loaf. Many of us who like compact bread therefore like the Kansas bread. However, commercial bakers have maintained for years that the American consumer will not purchase a compact loaf of bread, and in view of that assertion, it is obvious that a careful study must be made of the attitude of consumers towards this product—and any such study must cover quite a period of time if it is to be at all conclusive.

"I am not unaware that there is a considerable amount of consumer criticism of bakers' bread. For that reason, all of us who are interested in increasing the use of breadstuffs should welcome the development of new kinds of breads, especially unconventional kinds. Efforts of this kind may result in finding a kind of bread which will appeal to the consuming public more than breads now available, and so millers and others are interested in all intelligent experiments which head in that direction.

"Whether the new Kansas bread will strike the fancy of the consuming public is a question which we will follow with great interest."

Dr. William B. Bradley, scientific director, American Institute of Baking, Chicago: "Our calculations reveal that the bread which supposedly features 16% more flour contains 11.4% more flour on a loaf basis, but because each loaf weighs 8.3% more than the standard loaf this increased weight accounts for most of the increased amount of flour."

First Serious Dust Storm Threatens Southwestern Winter Wheat Crop

The first serious dust storm scare in recent years enveloped the southwestern winter wheat growing region last week-end. It was still too early to get detailed and authoritative reports on condition of the wheat as a result of the storm, but southwestern stations were quick to report that the wind did irreparable damage to newly-seeded oats.

The first point which made the storm a serious threat to the 1950 wheat crop was that it covered an extensive area. Gales which averaged 40 to 50 miles an hour, with gusts up to 80 miles an hour, swept the entire Southwest from Nebraska on the north, south through all of the states of Kansas and Oklahoma and into the Texas Panhandle and plains. A second consideration was the fact that no relief in the form of moisture was forecast for the immediate future. March 27 strong winds were expected to continue for at least another day in many sections of the territory.

Reports Sketchy

Actual reports on condition of the wheat were still sketchy. Wichita newspapers stated that as much as two inches of dry topsoil in western Kansas were swept into the air by the gusts. Oklahoma dispatches said that the wind averaged around 70 miles an hour March 26 and the wind was the worst of the season in Texas and Oklahoma. The crop in this area already had received considerable damage through greenbug deterioration. One crop observer said that greenbugs have cut the Oklahoma crop by 20 million bushels thus far.

The Kansas Wheat Improvement Assn. bulletin of March 25 made no mention of any bright spots in the wheat outlook in Kansas, but surveyed the situation as to dryness, greenbugs and rust. The state's driest spot has its southwestern extremity around Greensburg, extending north and northeast to the Nebraska state line, the bulletin said. Condition in this area is from bad to fair.

"Greenbugs have been found in the southern two tiers of counties in Kansas, but damage is not serious as yet," it stated. "A few leaf rust spores have been found in nearly all sections of the state, which means that the disease has wintered over. Damage will depend entirely upon high moisture and high humidity in late April and May."

Lack of sufficient moisture in wide sections of the central U.S. could seriously impair 1950 farm production, according to a number of crop observers.

The north central area will get some benefit from the recent blizzard-borne moisture, according to the Cargill, Inc., crop bulletin, since the western Dakotas and eastern Montana suffered from drouth last year.

However, some observers comment that while snowfall has been generous this winter much of the benefit of this moisture has been lost. Snow in some areas did not arrive last fall until after the ground had been frozen so solidly that moisture could not be absorbed. Late winter and early spring snows are falling ahead of the departure of frost, and a heavy run-off is indicated instead of penetration of the soil.

In the Southwest, subsoil moisture reserves are generally conceded to be good, although more surface moisture is needed.

Scattered showers over the winter wheat area raised hopes temporarily, but little actual benefit resulted, according to the Cargill bulletin. The Texas and Oklahoma panhandles and adjacent areas of New Mexico and Kansas continue critically dry, the report adds.

Note Extent of Drouth

The most recent government crop bulletin also notes that the middle and southern sections of the western plains and Rocky Mountain region continue badly in need of additional moisture. The mid-month Rock Island crop report points out that moisture received at key points in the wheat area from September, 1949, to February, 1950, averaged about 1 in. less than the 10-year average.

Cargill's crop bulletin makes these further comments on the situation:

"The winter wheat area has received little moisture since last fall. Above average summer precipitation last year provided adequate subsoil moisture reserves to carry the crop through the winter in good condition. But the crop has begun spring growth as far north as Nebraska, and moisture needs are increasing daily.

"The failure of late winter precipitation to materialize is causing deterioration of the crop. Further, more serious reductions can be expected if moisture is not forthcoming. Dust storms, reminiscent of the Dust Bowl, have occurred in western Kansas and in Texas already this spring. There are many who are concerned over the lack of moisture, believing that the drouth period of the wet-dry weather cycle has arrived.

"The recent unprecedented number of 'wet years' has enabled the U.S. to produce record crops. Most of these were absorbed during the war and after, with large amounts going into international trade, providing food for Europe and other parts of the world where war had cut production.

"The gradual recovery of these areas has reduced the demand for our surplus grain, causing it to accumulate at home. As is common knowledge, these surpluses were directly responsible for the acreage limitations now in force on wheat, corn and other basic crops in this country.

"A drouth period could rapidly reduce our surpluses. If we are, as some believe, on the threshold of serious drouth, our entire agricultural picture will be changed. We have made great strides in applying soil and moisture conservation practices, but it is evident from the recent dust storms in the Southwest, that such work is far from completed. A recurrence of the Dust Bowl of the 1930's would be a national calamity, to be avoided if at all possible.

"The winter just passed was comparatively mild, allowing rust and insects to live over much farther north than usual. Under favorable conditions these could cause serious losses, as they did last year. Sections of central and southern Oklahoma and north central Texas have already experienced considerable damage from greenbugs.

"The most severe grasshopper infestations, according to a USDA survey, may be expected in eastern Montana and northern North Dakota, and locally in sections of the Pacific Northwest. Infestations classed as 'threatening' occur in Minnesota, western Kansas, eastern Colorado and in sections of adjacent states."

The possibility of reduced crops has led some observers to comment that the government's large stocks of grains are a comforting insurance against possible shortages. However, if good rains arrive to enable large production the surpluses will become even a bigger headache.

L. O. Hauskins

PROMOTED—The board of directors of Nutrena Mills, Inc., feed division of Cargill, Inc., recently named L. O. Hauskins assistant vice president in charge of purchases. Mr. Hauskins has been general purchasing agent for Nutrena. He also is president of the Northwest Feed Manufacturers Assn.

Australian Wheat, Flour Sale to U.K. Ends Long Dispute

LONDON—The announcement by the Australian Wheat Board that Britain is to buy 600,000 tons of wheat and 100,000 tons of flour meant the settlement of a long, drawn out dispute between the two countries.

Negotiations for the sale had been impeded after the devaluation of the pound sterling and the Australian pound in relation to the dollar, and the repercussions of the argument affected India and other sterling buyers of wheat. Under the terms of the International Wheat Agreement Britain is allowed to buy 50 million bushels of Australian wheat at prices in terms of Canadian dollars.

No ships were booked to carry grain and flour from Australia after April 1, and the deadlock meant a glut of wheat at the ports. Furthermore, several flour mills had to close down for want of orders while others had to reduce production.

The authorities have refused to reveal the price paid for the wheat and flour but it is classified officially as "satisfactory." Originally, Britain objected to paying the maximum price under the agreement and suggested that the ample supplies of wheat available on the world's markets indicated that the price should be nearer the minimum rather than the maximum. On the other hand, some importing countries have been prepared to meet Australia's demands because of the facility offered for paying in sterling instead of in scarce dollars.

RESUMES OPERATIONS

NEW YORK—The Gottfried Baking Co. has resumed operations following the conclusion of a strike which began Dec. 28. It had been expected that business would be proceeding normally by March 29.

Hearing on Proposed Express Rate Changes Set for May 23

WASHINGTON — The Interstate Commerce Commission has announced that the hearing on the proposed changes in Railway Express Agency rates affecting bakery products will be held here May 23. The hearing originally had been set for April 3.

The ICC on Feb. 28 suspended the proposed changes in the classification of bakery products for shipment by the Railway Express Agency which were scheduled to go into effect March 1. The proposed higher rates, it was estimated, would have increased the cost of shipping bakery products from 50 to 300% over the rates in effect Dec. 12, 1946.

The agency has proposed that the commodity rate for bakery products be eliminated entirely and that these products be carried at second class rates, which are 75% of first class rates. In addition, it was proposed that rates be calculated on a basis of gross weight, which would include containers, instead of net weight, as is the practice now. These changes, to have been effective March 1, were suspended by the ICC order until Sept. 30, pending the results of the hearing.

The American Bakers Assn. has announced that it will be represented at the hearing to continue its protest against the proposed changes.

In the meantime, the ICC has granted a 10% overall increase in the first and second class rates of the Railway Express Agency to become effective April 18.

W. C. ESSMUELLER, CHAIRMAN OF ESSMUELLER FIRM, DIES

ST. LOUIS—William C. Essmueller, 73, chairman of the board, The Essmueller Co., St. Louis, died in St. Louis March 23. Mr. Essmueller had been president of the company for many years and last year was named to the chairmanship of the board of directors.

Mr. Essmueller was a member of a family which has manufactured milling machinery continuously since 1878. His father, Fred H. Essmueller, founded the company that year in Belleville, Ill. A few months later he moved the operations to St. Louis and

subsequently the business expanded to include a plant in Kansas City.

Mr. Easmueller was graduated from Washington University of St. Louis in 1894 and started with the company shortly thereafter. He attained the 32nd degree in Masonry and was a past master of his lodge.

He is survived by his widow, Mrs. Amanda Easmueller; a son, Arthur F. Easmueller, president of The Easmueller Co.; a brother, B. H. Easmueller, vice president of the company, Kansas City, and two sisters, Mrs. Sam Broadbent and Miss Frieda Easmueller, both of Bourbon, Mo.

Latin American Export Collections Show Improvement

KANSAS CITY — Latin American export collections, as a whole, showed improvement in January, according to Bror Unge, manager of the foreign department of the City National Bank & Trust Co., Kansas City.

Quoting figures from 15 banks which report to the Federal Reserve Bank of New York, Mr. Unge said that the aggregate dollar volume of drafts sent out for collection but not yet paid declined by $32 million during January, while there was an increase of nearly 3,000 in the total number of items collected.

Both developments reflected primarily the successful efforts of Brazil to reduce its "backlog" of overdue draft indebtedness. During January Brazil reduced the dollar amount of its outstanding draft indebtedness by $29 million to $68 million, the lowest level since November, 1948. Since October, 1949, Brazil has liquidated $50 million, or about 42% of its draft indebtedness.

Most other Latin American countries also reduced their draft indebtedness during January. Among these countries, Argentina and Venezuela showed the largest declines. Bolivia and Nicaragua, on the other hand, showed increases in the dollar amount of drafts not yet paid. The latter country, however, maintained its excellent record of prompt payments.

Confirmed letters of credit outstanding at the end of January amounted to $119.5 million, a decrease of $2.4 million from the end of December.

COTTON GOODS INDEX 17.48

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale price of principal cotton cloth used in bag making expressed in cents a yard of cloth, is 17.48, compared with 16.96 a year ago. The Bemis composite figure reflecting duty paid for early shipment from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 25.25 compared with 25.95 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

ROBINSON MILLING CO BUILDS NEW STORAGE

SALINA, KANSAS—Construction was started recently on new storage at the Robinson Milling Co., Salina, Kansas, which will increase capacity of the elevator to 300,000 bu.

Johnson-Sampson Construction Co. is the contractor. Cost of the project is around $100,000, according to Ed Morgenstern, president of the company.

QBA Courses for Supervisors Draw Approximately 400

NEW YORK—Approximately 400 route supervisors and sales managers of baking firms belonging to the Quality Bakers of America Cooperative, Inc., attended one of six courses for supervisors held by QBA recently throughout the country. During the three-day sessions, emphasis was placed on the necessity for more aggressive selling in 1950. Keynote of the sessions was the slogan, "Think—Organize—Plan—Sell."

On the first day of each meeting supervisory and sales management problems were discussed. On the second day, advertising and marketing held the floor. The third day was given over to the presentations of sales projects and problems by those attending the schools.

PHILADELPHIA FLOUR DISTRIBUTORS TO MEET

PHILADELPHIA—Edward Oescher, Jr., secretary of the Philadelphia Association of Flour Distributors, has notified members that a program of unusual interest to the trade has been arranged for the March 30 meeting.

Highlight of the evening at the Twenty-Six-O-One dining room will be an address on commodities by a representative of Merrill Lynch, Pierce, Fenner & Beane, investment brokers.

ELECTED TO BOARD

CHICAGO — Everette B. Harris, secretary of the Chicago Board of Trade, has announced that the board of directors has elected to membership in the board of trade the following: Harry E. Boselly, secretary and treasurer, American Maize Products Co., New York; Charles R. Mitchell, Jr., Chicago; Leon H. Walther, Chicago, and Edward P. Waters, Jr., Russell-Miller Milling Co., Chicago.

FIRE HITS ELEVATOR

CRESBARD, S.D.—An estimated loss of $94,000 was sustained here recently in a fire which hit a grain elevator, garage and farm implement house. The fire, which started in the implement building, apparently from an overheated oil stove, spread to the adjoining Cresbard Grain Co. elevator. The elevator loss was estimated at $50,000.

CANADIAN EXPORTS HIT 1,574,000 BU. WHEAT

WINNIPEG—Export business in Canadian wheat and flour last week totaled 1,574,000 bu. Only a small part of this was in the form of flour. Under the International Wheat Agreement, flour shipments totaling 107,000 bu. were destined for Cuba, Bermuda, British Guiana, Panama, and the Dominican Republic. Class 2 sales totaling 146,000 bu. went to Ceylon, Hong Kong, Venezuela, Ecuador and Guatemala.

There were only two countries signatory to the IWA to take wheat, the U.K., 1,168,000, and Ireland, 112,000. Under Class 2 sales the U.S. was the only buyer, taking 41,000 bu.

Quote

"When small business, be it grain business or any other line, is supplanted by the activities of a government corporation, I think that is socialization." Sen. Hugh A. Butler (R., Neb.) former partner in the Butler-Walsh Grain Co., Omaha, commenting during the fight to keep the Commodity Credit Corp. from by-passing private grain trade channels.

Canada's Wheat Pact Quota Hiked 8 Million Bushels

OTTAWA—Canada's export quota under the International Wheat Agreement has been increased by 8 million bushels for the 1950-51 crop year as a result of the acceptance of Germany as a member importer, and it will be increased by 12 million bushels if and when Japan is also accepted. The decision on Japanese entry, it is hoped, will be made by the end of July.

In the 1951-52 crop year, the additional Canadian quota will jump to 16 million bushels on the German account and if Japan is a member to 26 million bushels. In 1952-53 it would be 18 million for Germany and 28 million with the entry of Japan. This would bring the full Canadian quota for these last two years to around 230 million bushels, which Canadia originally asked.

No allotment has been given to Canada in the current crop year. Canada, however, according to recent reports, will have no difficulty in disposing of the current year's crop and may end with a smaller carryover.

C. D. Howe, minister of trade, was pressed in the House of Commons March 21 for some estimate of the final payment to western farmers from the five-year pooling arrangement and replied that there were factors involved which were still unknown.

So far farmers are being paid $1.75 bu., and it is not expected that the final settlement will be much more than $1.80 bu. unless Britain agrees to an additional recapitulation settlement under the "have regard" clause of the Anglo-Canadian contract. An additional 5¢ would mean a total distribution of something over $60 million.

Estimate Year-End Supply of Wheat at 440 Million Bushels

WASHINGTON—A year-end supply of wheat amounting to approximately 440 million bushels is now being estimated by experts in the U.S. Department of Agriculture.

This figure is determined on the basis of the following: total supply as of July 1, 1949—1,453 million bushels; total disappearance: export, 325 million; feed, 115 million; seed, 81 million, and food, 491 million.

This estimate, while unofficial, is interesting because of the fact that official circles are now clearly lowering their export target and are not final on that figure of 325 million bushels. Some circles now believe that wheat exports may fall as low as 300 million.

Ownership Important

The ownership of the year-end stocks is likely to be a dominant price factor in the market. These same officials estimate that USDA will take over approximately 320 million bushels of wheat as of May 1, 1950, and that its owned supplies will have diminished by the end of the crop year to approximately 75 million bushels. If this occurs, Commodity Credit Corp. will—as of the end of the crop year—own approximately nine tenths of the carryover, and the remaining 40 million bushels of so-called free wheat will be spread over so many farms and positions that it will be a negligible factor in the market.

The timing of Economic Cooperation Administration procurement authorizations and the movement of wheat under International Wheat Agreement demand are the other consequential price elements from now until the end of the crop year. Since the IWA crop year overlaps the new wheat crop year, some of the potential squeeze on supplies may be eased, particularly if CCC declines to drop its wheat to the price floor of the wheat pact and put the grain to the foreign nations with open guaranteed import quotas.

ECA Act Extension

Another market influence which would exert primarily a psychological effect on the wheat market between now and the end of the crop year would be congressional action on the extension of the ECA act. There are two possibilities which might contribute to market weakness. One would be a sizable reduction in the ECA budget of $3.15 billion, of which approximately $457 million is earmarked for wheat procurement in the 1950-51 period. The other would be the approval of the Vorys amendment to the ECA bill which would accept the total ECA monetary request but provide that $1 billion of this amount be met from supplies available from CCC stocks.

Either of such results would reduce or remove ECA funds as market factors in the new crop year and might provoke a waiting attitude on the part of buyers prior to the end of the current crop year, particularly the wheat pact countries which use ECA financing. ECA funds currently appropriated may be spent through July 31, 1950, the period during which CCC is responsible for the IWA subsidy payments.

ALBERT T. SWANSON JOINS RED STAR YEAST

OMAHA—Albert T. Swanson, Harvey (N.D.) Superior Bakery, has joined the staff of the Red Star Yeast & Products Co. as a serviceman. He will serve his territory from headquarters in Omaha.

Grain Trade Hits Vorys Proposal

ECA WOULD USE CCC STOCKS TO SUPPLEMENT MONEY AID

Amendment Held Threat to Private Trade in Export Markets—Defeat in House Seen But ECA Budget Cut Feared

By JOHN CIPPERLY

Washington Correspondent of The Northwestern Miller

WASHINGTON — The pending amendment to the Economic Cooperation Administration extension act which provides that agricultural surpluses now in possession of the Commodity Credit Corp. shall be used to supplement financial aid to western Europe presents probably the greatest threat ever to appear to private trade in grain, cotton and tobacco.

This amendment to the ECA extension bill was introduced by Rep. John H. Vorys (R., Ohio) and provides that in lieu of $1 billion in cash CCC is authorized to supply ECA nation needs in kind up to that amount of money.

According to observations of reliable government sources, Mr. Vorys, who has been a steadfast supporter of ECA programs, believes that under his proposal this is the only way in which ECA can obtain the $3.15 billion appropriation request which it has submitted to Congress.

Defeat Expected

Government officials are convinced that the Vorys amendment to the foreign aid act can be beaten in the House. But they are still worried over the possibility that, if it is defeated, the House may at the same time reduce the ECA budget request by a substantial amount.

It has been learned that West Coast grain interests are urging Congress to defeat the Vorys proposal and to grant the ECA the full amount of money it has requested.

The Senate Foreign Relations Committee has already approved the full ECA money request, but, of course, this action is still subject to review by the Senate Banking and Currency Committee when the appropriations bill comes before Congress. The Vorys action only concerns the legislation involving the extension of the ECA act itself. Eventually the House as well as the Senate will have to consider the appropriations for ECA as a separate measure.

However, House action approving the Vorys amendment would carry weight with any consideration of the appropriation bill. Rep. Vorys is said to believe that if the ECA bill reaches the House floor carrying an authorization of $3.15 billion for this coming year it will be whittled down as low as $2.4 billion in new funds. This would represent a substantial reduction in the agricultural programs which ECA contemplates for the ensuing crop year. According to ECA officials, it has been proposed to Congress that ECA will spend approximately $475 million for wheat; $135 million for coarse grains and $475 million for cotton.

If ECA is denied those funds and they are replaced by CCC from its surplus stocks, which are adequate to fill these demands, this potential ECA buying power will be taken out of the cash market. No one here can forecast the price effect of the Vorys amendment on the cash grain markets, except to say that the withdrawal of ECA from current markets will depress prices, a condition which would force grains and other price supported commodities into the CCC loan programs.

Export commodities such as cotton, wheat, coarse grains, oilseed meal, soybeans and others under the conditions of the Vorys amendment would be transferred from CCC to ECA for distribution to western European nations. This condition would effectually kill any chance of the private trade to participate in these transactions.

May Kill Private Trade

If this condition should develop it is seen possible that this might mean the end of private trade in world export markets and stimulate the trend of CCC into the domestic merchandising field.

If ECA buying power were to be taken out of the grain and cotton markets at this time or after June 30, 1950, it is seen that these markets would immediately react to this bearish news and cause a heavy in-bound movement of new crops to the CCC program, which ultimately would be just as expensive as an actual cash appropriation by Congress for ECA for the coming year.

In fact, the Vorys amendment would make the current CCC request for an additional $2 billion borrowing power inadequate. Under the Vorys amendment CCC would be required to sell its surplus commodities of wheat, corn, tobacco and cotton at not higher than the market price. Passage of the Vorys proposal, if it broke markets sharply, would increase the losses to CCC as it made its supplies available to ECA at market levels. Even if CCC were disposed to include private export interests in these operations, it would seem administratively impossible for it to include the private trade in erratic markets which might develop.

The one source of optimism is the refusal of the Senate to go along with the House on this proposal, but the House Foreign Relations Committee approval of this proposal is a trading point in an uncertain congressional body which frequently shifts its position without apparent reason. As things stand now the two foreign relations committees have reported ECA bills which are in substantial disagreement. Floor action may bring them into closer alignment. The big problem as far as the grain trade is concerned is in the House when the bill comes up for action.

Subsidy Rates Under Wheat Agreement

(In cents per bushel)

	East Coast	West Coast	Gulf*	Gulf**	Gulf***
March 11—					
March-April	14	12	16	14	14
May 1-June 16	12	12	14	12	16
June 17-July 31	19	17	21	19	27
March 12—					
March-April	14	12	16	14	14
May 1-June 16	12	12	14	12	16
June 17-July 31	19	17	21	19	27
March 13—					
March-April	14	12	16	14	14
May	16	12	17	15	15
June	21	19	22	21	19
July	21	24	24	21	19
March 14—					
March-April	16	14	16	15	14
May	17	13	19	17	14
June	22	19	22	24	21
July	22	24	24	23	21
March 15—					
March-April	14	12	15	14	13
May	14	14	16	14	14
June	22	19	17	24	21
July	22	20	17	24	23

*Gulf to all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands.
**Gulf to Far East and adjacent areas.
***Gulf to Latin American, West Indies and Mexico.

Enrichment Educational Review Planned for Millers' Convention

CHICAGO—The physical health of the nation and the financial health of milling and baking rest largely on the enrichment of white bread and flour.

This is the theme of an enrichment educational review to be shown at the Millers National Federation annual convention, May 15-17, at the Edgewater Beach Hotel, Chicago, according to Lloyd Ellingwood, director of the Millers' Long Range Program.

Study of the historical and nutritional progress of flour and bread enrichment discloses a number of facts which challenge popular belief. A few of the fallacies to be exploded by facts at the convention, according to Mr. Ellingwood, include:

"Fallacy No. 1: Because of our changing way of life, from heavy labor to lighter work, we eat less food.

"The Fact: In 1909, the average American ate 1,572 lb. food. In 1948, he consumed 1,581 lb. The past decade especially has been one of high level food consumption, with per capita intake reaching an all-time peak in 1947 of 1,705 lb. (1) (Editor's note: The numbers refer to references listed at the end of the story.)

"Fallacy No. 2: Because our national occupational pattern has been changing, from muscle work to brain work, we eat less of energy foods (calories).

"The Fact: In 1909, the average American consumed 3,480 calories a day. In 1948, the per capita intake was 3,240, a figure which also is the 1935-39 average. However, of alarming significance to flour millers is the related fact that during this same period, calories from grain foods slumped from about 39% of the total to a low of less than 24% in 1940 and have since increased only slightly. (1)

"Fallacy No. 3: Bread and flour are cheap sources of nourishment; hence depression foods.

"The Fact: Per capita consumption of flour dropped 22 lb. in the '30's, and declined more rapidly before large scale relief went into effect." (1)

These facts, from the Bureau of Agricultural Economics, serve as an introduction to a study of trends in the eating habits of the nation prior to enrichment. As a BAE editor points out, the significant trends of the past four decades reflect "changes in eating habits, income, improvements in food marketing and consumer education." (2)

Expensive Foods Gain

A chart of these trends shows that the more expensive foods, recommended by doctors, teachers, editors, dieticians and nutritionists, because they are "good for you," have all gained—at the expense of flour, potatoes and sugar. These cheaper, high-calorie, "not recommended" foods have dropped steadily.

The editor's comment about the effect of consumer education on this decline is substantiated by the millers' own research conducted by Stewart-Dougall, prior to the Long Range Program. That study showed that people eat quantities of bread in direct proportion to what they believe about it. Good opinion—high consumption; bad opinion—low consumption. (3)

Until enrichment was launched in 1941, the milling and baking industries had only a moderately good nutritional story. Now, enriched bread and flour are "good-for-you" foods, like fruits, vegetables, meats, eggs and dairy products. Millers and bakers have won an added advantage because their enriched product is not only good and "good-for-you," but one of the lowest cost sources of those vitamins and minerals essential to daily diet.

For the information of convention visitors, the before-and-after facts of enrichment have been mustered to capsulize these advantages. The facts as listed by Mr. Ellingwood, include:

"1. Before enrichment, white flour and bread were actively opposed by

leading professional groups. With enrichment, white bread and flour are recommended foods, (4) with the seal of acceptance of the Committee on Foods and Nutrition of the American Medical Assn.

"2. Before enrichment, 75% of Americans were below par in diet, one-third actually poor. (5) With enrichment, national diet now contains optimum amounts of the vitamins and minerals contributed by flour and bread—despite decline in per capita consumption. About 25% of necessary food elements in the average diet come from enriched products, with the exception of fat, calcium and vitamins A, C and D. (1)

"3. Before enrichment, signs of nutritional deficiency diseases were widely observed in many sections. With enrichment, some of these diseases are reported declining. 'More buoyant health, decreased illness, increased mental and physical vigor' are credited to the enrichment program by Dr. Norman Jolliffe, Bureau of Nutrition, New York City. (6)

"4. Before enrichment, whole wheat as well as white bread and flour varied in their nutrient content depending on crop conditions, years and types of wheat. With enrichment, white bread and flour provide a standardized, constant, reliable source of nutrients essential to man. (7)

"5. Before enrichment, whole wheat bread was almost universally endorsed. With enrichment, white bread and flour are on a nutrient par with whole wheat (8)—and the enriched product even has advantages in digestibility, absence of irritating qualities and possibly other important factors still under study by nutritionists.

"6. Before enrichment, millers and bakers had a legacy of opposition and no point of product superiority to match the claims of other foods. With enrichment, the industry is armed with a powerful new sales story—economy plus health—to add to appetite appeal as rich and varied as there are recipes using wheat flour."

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(1) Consumption of Food in the United States, 1909-48, Misc. Pub. No. 691, USDA Bur. of Ag. Economics, Aug. 1949.

(2) The National Food Situation, NFS-50, Oct.-Dec., 1949, and Statistics from B.A.E. Division of Statistical and Historical Research.

(3) "What People Think About Bread." Summary of Research Studies Among Consumers and Nutrition Authorities — Millers' Long Range Program, May 10, 1948.

(4) National Research Council Reprint and Circular Series No. 129, Oct., 1948, "Recommended Dietary Allowances." Pages 26 and 27.

(5) Stiebling and Phipard—"Diets of Employed Wage Earners and Clerical Workers in Cities"—USDA Circular No. 507, Jan., 1939.

(6) Norman Jolliffe, M.D. Director, Bureau of Nutrition, Department of Health, City of New York—an address before American Bakers Assn., Atlantic City, Oct. 17, 1949.

(7) George R. Cowgill, Ph.D., Sc.D., New Haven, Conn., writing in the Journal of the American Medical Assn. Vol. 142, No. 10, March 11, 1950. Pages 721 et seq.—"Improving the Qualities of Cheap, Staple Foods."

(8) Nutrient Analysis of White, Enriched and Whole Wheat Bread, Merck & Co., Inc., Rahway, N.J.

BREAD IN THE STAFF OF LIFE

NEW SERVICE ANNOUNCED BY LLOYD R. WOLFE FIRM

CHICAGO—A new service known as "Bakery Management and Marketing Reports" has been announced by Lloyd R. Wolfe and Associates, Chicago.

"Our purpose is to search out important facts and establish significant trends pertaining to the production and distribution of bakery products, and to identify proven principles of business practice," Lloyd R. Wolfe said in making the announcement. "Designed for frequent and timely release, 'Bakery Management and Marketing Reports' will be objective, comprehensive, reliable and interestingly presented. All subjects will be so developed and applied as to make the reports usable by the man on the job, as well as by top management."

BREAD IN THE STAFF OF LIFE

BUFFALO ALLIEDS PLAN CONVENTION COOPERATION

BUFFALO—Members of the Buffalo Allied Trades of the Baking Industry met March 13 and resolved to cooperate with the Associated Retail Bakers of America to make its Long Beach convention in June a success by informing area bakers about the convention and by serving locally as a transportation committee.

Paul Campbell, Wesson Oil Co.; Margaret Barry, Barry Food Products Co., and George Gesegnet, Jr., Gesegnet Flour Co., were named to act on a courtesy committee which will assist area bakers at the New York state bakers' convention in Brooklyn May 14-16.

To investigate and report on the possibility of an educational and promotional program for area bakers sponsored by the association with the assistance of allied industries, the following committee was appointed: Russell G. Klass, Russell G. Klass Co.; William Wright, Henry & Henry Co.; Margaret Barry, Barry Food Products Co., and Charles Spahr, Standard Brands, Inc.

BISCUIT GROUPS PLAN ANNUAL MEETINGS

CHICAGO—The annual meetings of the Biscuit and Cracker Manufacturers Association of America and the Independent Biscuit Manufacturers Co., Inc., will be held at the Drake Hotel, Chicago, May 22-25.

PRIVATE TRADE AMENDMENT REJECTED BY SENATE UNIT

Subcommittee Turns Down Thye Proposal in Giving Tentative Approval to Increase in CCC Borrowing Power; House Passes Bill

WASHINGTON—The amendment to the Commodity Credit Corp. charter requiring the CCC to use private trade channels in all operations except grain storage was removed by a Senate agriculture subcommittee March 27.

At the same time, the committee gave its tentative approval to the bill which would increase the CCC's borrowing authority by $2 billion to $5,750 million. The House last week passed a similar bill to increase CCC's borrowing limit without additional amendment.

The private trade amendment had been submitted by Sen. Edward Thye (R., Minn.). Final approval of the Senate bill was delayed pending further study of another amendment, sponsored by Sen. Warren Magnuson (D., Wash.). The amendment would empower the President to place restrictive quotas or higher tariffs on imports of farm commodities threatening any price support program.

The bill, without the private trade amendment and possibly without the tariff amendment, is expected to go before the full Senate Agriculture Committee March 29. Congressional sources say the bill will be reported immediately and be given priority on the Senate floor.

The subcommittee report is expected to recommend that the CCC find some method for grain commission merchants to represent country shippers at terminals. Also it probably will restate congressional policy that the CCC utilize trade channels to the maximum extent possible.

The administration is pushing for fast action on the bill since the U.S. Department of Agriculture is sitting on five major and several minor price support programs until the money is committed by Congress. Included are hogs, soybeans, oats, barley and grain sorghums.

Italians, U.K. Purchase Flour; Higher Prices Slow Export Trade

Stronger flour markets due to higher wheat costs has slowed down business in the export flour field this week. A better volume of sales occurred last week, however, due to purchasing by Italy, Great Britain and scattered lots to The Netherlands, Cuba and Puerto Rico.

The Italian Federation of Farmer Cooperatives Agency in Washington March 23 confirmed purchases of 8,225 long tons of maximum .5% ash, 10.5% protein flour for first half May arrival at Gulf. The business was divided among about five mills and the top price paid by the agency was $3.82, f.a.s. Gulf, after deduction of subsidy.

The British Ministry of food acquired additional lots of .46% ash, 10.75% protein straights at $4.18@4.21 after subsidy, f.a.s. Baltimore, for last half April clearance. Purchases last week totaled around 100,000 sacks.

The Netherlands importers bought a few minor lots of straights and clears last week, but the advance in the market this week has slowed down interest. Denmark was seeking quotations during the week, but no sales have yet been reported.

BREAD IN THE STAFF OF LIFE

PAUL MULLER DEMONSTRATES

DALLAS—Paul Muller, Wesson Oil & Snowdrift Sales Co., gave a demonstration of cake decoration for 500 north Texas bakers here March 21. The demonstration was held at the Charles Dennery, Inc., plant. E. A. Crawford, Wesson representative, introduced Mr. Muller.

Agreement Reached on Wage Study for Walsh-Healey Act Compliance

WASHINGTON — Representatives of the flour milling industry met here last week with government officials to lay the foundation for the study of wages and hours in the industry to be undertaken in connection with the application of the provisions of the Walsh-Healey Act as it relates to sales of wheat, rye, corn and buckwheat flour and their cereal products to the U.S. government.

There was a complete agreement as to the definitions of the industries to be covered by the final discussions. The two groups were brought together by Herman Fakler, vice president and Washington representative of the Millers National Federation.

The task of conducting the wage survey has been delegated to officials of the Bureau of Labor Statistics. In this connection the industry members recommended that detailed figures on wages be taken only up to $1.40 an hour. This would include all wages from the new minimum wage of 75¢ an hour up through that maximum. BLS officials wanted to include all wage levels and industry officials proposed that wage groupings over $1.40 an hour be given in total numbers employed, rather than in detail.

The government officials also wanted to take all wage material on 5¢ intervals, but the industry urged that the wage study be conducted on the basis of 1¢ intervals.

Attending for the milling and cereal processing industries were Mr. Fakler and A. H. Krueger of the federation's Washington office; E. W. Burgess, General Mills, Inc.; R. S. Smethurst, MNF attorney, and Hill Clark, MNF treasurer; A. J. O'Brien, Ralston Purina Co.; Power D. Custer, W. K. Kellogg Co.; C. H. Cooper, Quaker Oats Co.; W. C. Fulwiler, Flour, Feed & Cereal Employers Assn.; D. S. Jackman, Kansas Milling Co.; R. D. Zumwalt, Tex-O-Kan Flour Mills Co.; H. W. McCulley, Igleheart Division, General Foods Corp.; S. W. Rogers, Wilkins-Rogers Milling Co.; B. W. Gribbs, Post Cereal Division, General Foods, Inc.; and S. P. Ming, president, Federation of Grain Millers, (AFL).

For the government: James B. Mitchell, Wage and Hour Division of the Department of Labor; Lee C. Ashcraft, of the Solicitor's office, Department of Labor, and J. F. Walker of the Bureau of Labor Statistics.

VOLUME OF FLOUR SALES INCREASES IN SOUTHWEST

Spring Wheat Mills' Business Holds at Level of Previous Week; Improved Export Interest Aids Total Volume

Flour business is reported improved this week as sales totals show a pick-up in buying of hard winters and expanded export purchases. Sales by spring wheat mills, however, held to the mediocre level reported a week ago. Buying by an eastern chain baker for April requirements along with some other round lot purchases hiked the sales total for mills in the Southwest. Interest among buyers generally remains in nearby requirements, and backlogs of unfilled contracts on mills' books remain small. Advancing wheat prices were accompanied by a sharp boost in millfeed values, and flour price quotations generally are unchanged. Spring wheat flour is now quoted in the East at approximately the same levels as hard winters.

EXPORT BUYING SHOWS EXPANSION

Export business improved last week. Italy booked 8,225 long tons of straight grades for first half of May shipment. Business was divided among five mills, with the largest lot totaling 3,500 long tons. The price was $5.08 sack, f.a.s. Gulf, net to the mill. The Army Quartermaster bought 77,000 sacks of first clears, enriched, at $4.46@4.50, Gulf. The Production and Marketing Administration bought 106,000 sacks for Austria from Pacific Coast mills at an average price of $5 sack. Great Britain also bought, and Denmark and the Netherlands were making inquiries for flour.

SPRING SALES VOLUME UNCHANGED

Sales of flour by spring wheat mills last week tied the low total of previous week, averaging 41% of capacity, compared with 39% a year ago. Buyers failed to show interest in anything but nearby purchases, and sales were in small lots only. With shipments fairly heavy (although reduced from a week earlier) and sales lagging, the order backlogs of mills reached perhaps the lowest point on record. Only a few sales of family flour were made last week beyond those to cover price-date-of-shipment business. Production showed a decline for the week, although major mills continued to operate at full five-day capacity.

SOUTHWESTERN MILLS IMPROVE SALES

Flour sales expanded in the Southwest last week, due to round lot buying by chain bakers and independents, more price-date-of-shipment buying and sales to the Army Quartermaster and Italy. Sales averaged 71% of capacity, compared with 46% the previous week and 40% a year ago. The stronger wheat market caused more buyers to turn to p.d.s. basis. An eastern chain took 200,000 sacks for April requirements, and a few independent bakers booked nearby requirements. Some chain grocers booked small lots for immediate or p.d.s. shipment.

FLOUR BUSINESS SLACK IN EAST

Flour business was very slow in the metropolitan New York area, with the only sales consisting of isolated cars offered at a slight discount. With spring and hard winter flour prices approximately the same, interest in southwesterns was small. However, one chain baker bought winters through April. Business also was reported slow at Buffalo.

At Boston, some buyers took limited advantage of a slight decline in quotations, lifting the market out of the doldrums. But buying, mostly for replacement needs, dried up almost immediately. With prices continuing to show strength, some buyers are reported ready to reenter the market.

Demand for bakery flour continued to lag at Philadelphia as most buyers deferred replacement purchases in hopes of lower prices. The only buying was by small establishments and in modest amounts to meet current production needs. However, low backlogs may force more bakers into the market soon, although demand for baked goods is still below normal. Sales to some bakers at Pittsburgh resulted from a price reduction on hard Kansas flour, but the business was not as large as had been expected at the lower level. Spring wheat flour sales were slow, with competition keen. Sales of soft wheat flours increased somewhat.

CENTRAL STATES BUYING LIMITED

There was no change in the dull flour business at Chicago last week. Sales were small and widely scattered as buyers showed no interest in buying ahead. Shipping directions were only fair. The family flour market also was quiet, a 10¢ price reduction failing to stimulate new interest. Mills at St. Louis reported very light sales but very good shipping directions. An increasing number of price-date-of-shipment orders was noted. Central states mills reported continued buyer resistance, although business picked up slightly with replacement buying.

TRADE REMAINS MODERATE IN SOUTH

Only a moderate amount of flour business was transacted in the South. Buyers at New Orleans are pursuing a cautious policy and showing no interest in booking for future delivery. Most sales are for immediate shipment. Hard winters were the best sellers, although interest improved for springs. Moderate amounts of soft wheat flour were bought by cracker and cookie bakers, in some cases for shipment through April. Demand for baked goods has slowed down, particularly for bread.

SLIGHT PICK-UP NOTED AT SEATTLE

At Seattle, domestic business showed some improvement, but the increase was not enough to step up operations materially as export sales continued to lag. Millers in the Pacific Northwest were disappointed over the amount of flour the government took in the area last week. The PMA purchased 85,000 sacks for Greece. Three mills shared in the business. Domestic business is reported light at Portland.

FLOUR PRODUCTION SHOWS A DECREASE

Flour production shows a decrease of 106,409 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 72.5% of the total flour production in the U.S. during November, the latest month for which census figures are available, amounting to 3,042,072 sacks compared with 3,148,481 in the previous week and 3,094,775 in the corresponding week of a year ago. Two years ago the figure was 3,389,646 and three years ago 4,285,083 sacks. Flour production increased 6,000 sacks in Buffalo and 30,000 in the North Pacific Coast, while production declined 26,000 sacks in the Northwest, 98,000 in the Southwest and 19,000 in the Central and Southeast.

MILLFEED MARKET SHOWS NEW GAINS

Supplies Extremely Tight as Demand Remains Brisk; Bran Up $2.50 Ton

Reflecting an extremely tight supply situation, millfeeds continued to climb. Demand remains brisk, while some mills are completely sold up. Bran and standard middlings are quoted about $2.50 ton higher than a week earlier, with red dog and flour middlings up $1.

Formula feed sales in the Southwest generally held to the volume gained in recent weeks, although there were some reports of erratic trends. Some manufacturers have experienced several days during the week when sales were light and then in succeeding days the demand would be brisk. The net result was a full operating schedule for the week and occasionally some overtime.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 214.2 as of March 21, up 6 points for the week. The feed grain index was 191.5, up 2 points.

Manufacturers of poultry feed reported sales to be running equal to and ahead of this time a year ago. Dealers continued to buy cautiously, taking amounts which will cover only nearby replacement. Nevertheless, production was very good.

Hog feed sales were not as strong as they were several weeks ago but they remained in good volume. Dairy cattle feed sales were fairly good.

Formula feed business continued to expand in the Northwest, pushing March volume well ahead of February sales. The improvement was noted by all major manufacturers in the area.

Stronger ingredient prices encouraged many dealers to book more heavily, with some of them anticipating their needs for as much as 60 days in advance. This type of buying has not been prevalent in the area for some time.

Increased sales were noted principally on poultry concentrates, chick scratch feeds, dairy rations and turkey feeds. Hog feed sales, while slightly better, are not up to expectations.

Plants are running at full schedules, with some operating Saturdays or adding extra shifts. Other concerns are considering expanded operations.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 46,311 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 49,215 tons in the week previous and 46,121 tons in a similar period a year ago. Crop year production to date totals 1,936,829 tons as compared with 2,141,005 tons in the corresponding period a year ago.

FIRE DESTROYS ELEVATOR

MUSCATINE, IOWA — A McKee Feed & Grain Co. elevator and 50,000 bu. grain were destroyed by fire here recently. Harry McKee, company official, estimated the loss at $100,000 to $200,000.

Semolina Buying Still Confined to Nearby Needs of Manufacturers

No appreciable change is noted in the semolina sales situation. Macaroni manufacturers continue indifferent to large forward bookings and confine their purchases to fill-in needs from time to time.

Even the stronger trend in the wheat market does not seem to alter the intention of manufacturers to buy from hand to mouth. Demand for their products, according to eastern trade sources, continues to be good.

Shipping directions on old bookings have slowed, and mills reporting to The Northwestern Miller last week operated at only 64% of capacity on an average, compared with 71% the previous week and 78% in the corresponding week last year.

Receipts of durum wheat continue fairly large and premiums returned to about 10¢ over the May future early this week after a slight recession last week. Standard semolina is quoted at $5.70@5.85 sack, bulk, Minneapolis, unchanged from a week ago.

Durum wheat prices delivered at Minneapolis, March 25, were as follows:

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks with comparisons, percentages of capacity based on six-day week:

	No. mills	6-day wk. capacity	Wkly. production	% of capacity
March 19-24	12	[illegible]	[illegible]	64
Prev. week	12	[illegible]	*[illegible]	71
Year ago	12	[illegible]	[illegible]	78

	Crop year production
July 1, 1949-March 24, 1950	[illegible]
July 1, 1948-March 25, 1949	[illegible]

*Revised.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 33.

Wheat Futures Prices Soar as Dust Storms Hit S.W.

Deferred Deliveries Gain Up to 8c Bu., With New Highs Set on All Futures; Kansas City Premiums Drop

Wheat prices are higher again this week, reflecting more than any other factor the first serious 1950 crop scare. Reports of dust storms in the Southwest and continued dry weather there shot futures values up as much as 8¢ bu. on the deferred deliveries and resulted in new high quotations for the season on all contracts. Cash wheat prices followed the advancing futures through the week, but later the premium basis at Kansas City was trimmed sharply. In the Northwest, cash prices gained almost as much as the futures. The March future expired last week with elevator and export interest taking delivery on considerable quantities of wheat at Chicago.

Closing quotations for wheat futures at leading markets March 27 were: Chicago—May $2.25¼, July $2.04⅝@2.04½, September $2.05½, December $2.08¼; Minneapolis—May $2.26, July $2.18¾, September $2.07; Kansas City — May $2.21⅝, July $2.00⅝@2.00¾, September $2.01¼, December $2.02½.

High Winds Sweep S.W.

While it was still too early to get detailed information on the extent of damage caused by soil blowing in the Southwest, the reports were sufficient to give futures markets an even more positive bullish tone than that noted in recent weeks. Gales which averaged 40 to 50 miles an hour swept from Nebraska through Kansas and Oklahoma to Texas. No relief in the form of moisture was immediately forecast.

While fears grew concerning the outcome of the new crop, indications were more pronounced that the carryover from the current year would be large. According to one recent estimate, a carryover July 1 of 440 million bushels is expected. This calculation is based on the expectation that exports may total only about 300 million bushels, down another 25 million bushels from the already reduced estimate made by some government officials last week.

Export interest in wheat last week was lighter than in the previous period, although Italy bought substantial amounts of flour. The Production and Marketing Administration also was in the flour market, taking 106,000 sacks on the West Coast.

Spring Receipts Gain

Movement to spring wheat terminals enlarged during the week, with 1,208 cars at Minneapolis and 1,188 at Duluth. The larger offerings eased the trading basis at midweek, but the situation firmed considerably toward the close when demand improved at the lower levels and arrivals decreased. Premiums on ordinary wheat finished the week 1¢ net lower. Wheat in the 13 to 14% protein bracket was 2¢ lower, with premiums on high protein lots off 2@3¢. Ordinary protein No. 1 DNS wheat was quoted at 2@4¢ over May. Twelve per cent protein was quoted at 3@5¢ over, 13% protein 4@7¢, 14% protein 8@11¢, 15% protein 11@14¢ and 16% protein 14@18¢ over May. Average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.74% and the durum 12.86%.

Durum premiums also had a sinking spell about midweek, but firmed as the week closed and the trading basis went back to about the previous week's level. No. 1 and 2 hard amber durum, fancy milling quality, quoted at 9@10¢ over May price, No. 1 and 2 amber durum of choice milling quality 4@8¢ over and No. 1 and 2 durum, medium milling quality, 2¢ under to 5¢ over. No. 1 red durum was nominally 11@10¢ under.

The following table shows the approximate range of cash spring wheat values at Minneapolis, March 25:

For Dry Sound Wheat

1 DNS or NS 13 lb	$2.15¾@2.17¼
12.00% Protein	2.16¾@2.18¾
13.00% Protein	2.17¾@2.20¾
14.00% Protein	2.21¾@2.24¾
15.00% Protein	2.24¾@2.27¾
16.00% Protein	2.27¾@2.31¾

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 56 lb.
Damage—1¢ each 2 to 5% over 1%

Values Fluctuate

In contrast to recent months of rather steady wheat values, prices for the cash article fluctuated sharply at the Kansas City market last week. Strength was first dealt in the premium structure, and on the first five days of the week premiums advanced 1¢ each day. Then over the week end the basic May future caught fire due to the dust storm in the Southwest. When the future made its rapid advance, cash buyers cut back on the basis, and premiums began to fall again. The adverse weather conditions were the main influences in the market. The situation sent May wheat to a year's high of $2.21½, settling for $2.21⅝ at the close March 27. This represents an advance of 5¼¢ during the week. Meanwhile, ordinary No. 1 dark and hard premiums rose to 11½@13¢ over by March 24. This was followed by the cutback on the part of buyers which left the markups at 8@9¼¢ over by the close March 27. Higher proteins followed the same trend and 12% protein closed at 8@10½¢ over that day and 13% protein 8@13¢ over. The range of cash wheat prices advanced from $2.23½@2.35 March 20 to $2.28@2.40 a week later.

The following table shows the approximate range of cash wheat prices at Kansas City, March 25, protein content considered:

No. 1 Dark and Hard	$2.27¾@2.34¾
No. 2 Dark and Hard	2.26¾@2.37¾
No. 3 Dark and Hard	2.25¾@2.34¾
No. 4 Dark and Hard	2.23¾@2.33¾
No. 1 Red	2.31¾@2.38¾
No. 2 Red	2.30¾@2.35¾
No. 3 Red	2.28¾@2.33¾
No. 4 Red	2.26¾@2.29¾

At Fort Worth ordinary No. 1 hard winter wheat was reported selling March 27 at $2.50@2.52, delivered Texas common points, with 13% protein at 1¢ premium. Offerings are light, with export demand good and milling demand fair.

Movement Slows

Movement of wheat slowed down in the Pacific Northwest last week as exporters withdrew from the market and millers were buying only sparingly. One full cargo white wheat was sold to U.K.-Ireland the middle of the week, but nothing was booked after that. Buyers dropped prices to $2.24 bu., below the loan and carrying charges, and the movement out of farm hands stopped. At $2.25 bu., the trade is able to buy ample supplies of wheat.

Crops are late in this area. Cold, rainy weather in March has held down growth of all fall sown crops. Farmers have not been able to get into the fields for spring work. There has been no spring seeding of wheat or barley. Intentions to plant showed as of March 1 an increase of 43% on barley in Pacific Northwest states. Most of this acreage will replace wheat. All growing crops need warm weather to bring them along.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Mar. 19-25, 1950	*Previous week	Mar. 20-26, 1949	Mar. 21-27, 1948	Mar. 23-29, 1947
Northwest	612,457	559,939	645,085	747,427	1,084,959
Southwest	1,177,218	1,272,784	1,184,228	1,463,597	1,384,673
Buffalo	493,067	494,573	485,271	444,576	582,130
Central and S. E.	483,750	509,790	524,506	496,282	628,446
North Pacific Coast	225,580	240,299	272,483	299,226	366,945
Totals	2,842,072	3,146,193	2,891,773	3,388,418	4,246,883
Percentage of total U.S. output	72.8	73.0	71	74	68

*Revised.

	Percentage of capacity operated in 6-day week: Mar. 19-25, 1950	Previous week	Mar. 20-26, 1949	Mar. 21-27, 1948	Mar. 23-29, 1947	Crop year flour production July 1 to March 25, 1950	March 26, 1949
Northwest	84	85	61	71	117	25,518,895	28,759,344
Southwest	73	78	72	90	104	47,103,142	54,648,614
Buffalo	83	81	81	74	84	20,174,621	20,679,008
Central and S.E.	83	85	65	73	83	19,604,941	22,846,002
No. Pacific Coast	58	53	70	77	112	9,268,413	13,884,914
Totals	69	73	70	78	102	121,682,055	140,794,147

SOUTHWEST

Kansas City

	6-day week capacity	Flour output	% activity
March 19-25	409,720	253,555	63
Previous week	365,120	264,744	74
Year ago	408,720	314,913	77
Two years ago	378,930	318,520	85
Five-year average			82
Ten-year average			78

Wichita

	6-day week capacity	Flour output	% activity
March 19-25	118,800	101,339	86
Previous week	114,800	86,447	80
Year ago	114,800	71,164	63
Two years ago	114,800	104,136	91
Five-year average			58
Ten-year average			77

Salina

	6-day week capacity	Flour output	% activity
March 19-25	100,200	82,148	82
Previous week	100,200	83,721	83
Year ago	145,200	61,294	42
Two years ago	100,200	68,478	68
Five-year average			88
Ten-year average			76

51 Representative Mills Outside of Kansas City, Wichita and Salina

	6-day week capacity	Flour output	% activity
March 19-25	1,021,100	737,622	71
Previous week	1,041,100	747,304	72
Year ago	1,041,490	111,748	71
Two years ago	964,249	484,633	93
Five-year average			82
Ten-year average			78

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	6-day week capacity	Flour output	% activity
March 19-25	780,111	438,702	83
Previous week	785,111	*509,790	85
Year ago	780,884	501,208	65
Two years ago	713,886	496,282	73
Five-year average			66
Ten-year average			63

*Revised.

NORTHWEST

Minneapolis

	6-day week capacity	Flour output	% activity
March 19-25	252,500	231,348	58
Previous week	252,500	*214,872	73
Year ago	379,860	159,479	42
Two years ago	378,360	283,541	68
Five-year average			72
Ten-year average			66

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	6-day week capacity	Flour output	% activity
March 19-25	515,100	410,885	82
Previous week	518,100	*411,134	83
Year ago	642,100	440,098	66
Two years ago	606,607	101,819	72
Five-year average			83
Ten-year average			81

*Revised.

BUFFALO

	6-day week capacity	Flour output	% activity
March 19-25	600,500	493,067	83
Previous week	600,600	494,573	82
Year ago	600,000	485,271	81
Two years ago	601,200	444,576	74
Five-year average			78
Ten-year average			77

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	6-day week capacity	Flour output	% activity
March 19-25	215,000	153,483	63
Previous week	215,000	*123,436	61
Year ago	215,000	184,288	74
Two years ago	223,220	187,470	77
Five-year average			74
Ten-year average			71

*Revised.

Portland and Interior Oregon Mills

	6-day week capacity	Flour output	% activity
March 19-25	128,200	77,747	53
Previous week	146,400	47,753	53
Year ago	138,400	92,227	63
Two years ago	145,218	118,788	79
Five-year average			78
Ten-year average			78

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction.

	Southwest* Weekly production	Southwest* Crop year to date	Northwest† Weekly production	Northwest† Crop year to date	Buffalo† Weekly production	Buffalo† Crop year to date	Combined** Weekly production	Combined** Crop yr. to date
March 19-25	22,459	873,411	12,492	513,263	9,880	419,513	44,311	1,836,829
Previous week	25,022		‡12,926		‡10,463		‡48,215	
Two weeks ago	24,114		12,242		10,464		47,446	
1949	24,099	1,168,774	13,323	591,238	8,617	415,783	46,121	2,144,991
1948	28,392	1,178,423	14,238	641,453	8,536	392,154	51,187	2,228,947
1947	32,271	1,043,142	21,334	671,228	12,321	375,237	66,126	2,132,789
1946††	31,181	1,014,187	14,607	643,644	8,110	404,492	45,918	2,110,547
Five-yr. average	25,964	1,041,087	15,538	612,047	8,899	402,174	50,587	2,111,094

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (21 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

NEW CORPORATION

DOVER, DEL.—Sans-Krust Corporation of America, baking machinery, has been chartered by the corporation department of the Secretary of State's office here. Capital of the firm was listed at 2,500 shares of stock, no par value. Prentice-Hall Corporation System, Inc., Dover, Del., is serving as the principal office.

More IWA Subsidy Rates Set Up

FOUR CONTRACT DELIVERY PERIODS NOW LISTED IN DAILY USDA ANNOUNCEMENTS

Changes in Price Equivalents Listed in Preparation for Opening of Lakes Navigation; Quotas, Sales of Territories Reviewed

WASHINGTON—The U.S. Department of Agriculture March 23 increased the number of contract delivery periods for which separate export payment rates are established on sales under the International Wheat Agreement.

Export payment rates will be announced daily applicable to four periods of delivery for all Gulf, East and West Coast ports. The periods are March-April, May, June and July.

The USDA announced that during the period March 15-21, 1950, inclusive, the Commodity Credit Corp. confirmed sales of 2,580,000 bu. wheat (including wheat and wheat flour in wheat equivalent) under the IWA. The sales included 290,000 sacks of flour (671,000 bu. wheat equivalent) and 1,909,000 bu. wheat. Principal buyers were Belgium, Netherlands, Norway and the U.K. The cumulative sales of U.S. wheat and flour from Aug. 1, 1949, through March 21, 1950, are 90,071,000 bu. (see table on page (36).

Accounts for Variations

The adjustments of the contract delivery periods were made to take account of the variations in wheat prices and the availability of new crop wheat at the respective coasts, USDA states. As heretofore, wheat and flour sold for export in a specified period must be exported before the end of that period, unless approval from the CCC is obtained to change the export date to a later period, in order for the exporter to obtain the export payment rate applicable to that sale. In the event that export takes place after the contract delivery period and the exporter has not obtained approval from the CCC to change the export date to a later period, the export payment rate will be that which was in effect at the time of sale or the time of giving notice of sale, whichever is the lower, for the period in which actual export took place.

The USDA also announced changes in prices equivalent to $1.80 bu. for No. 1 Manitoba northern bulk wheat in store Fort William-Port Arthur, Canada, at East and Gulf ports. These changes apply only to wheat and wheat flour sold for export after April 30, 1950. The changes have been made to take into account the lower transportation and handling costs from Fort William-Port Arthur to the seaboard after opening of navigation on the Great Lakes and St. Lawrence River.

The maximum prices equivalent in dollars per bushel for March-April export and for export after April 30 are as follows:

	March-April export	Export after April 30
East Coast—		
Bulk basis, f.a.s. vessel, all destinations	[illegible]	[illegible]
Gulf Coast—		
Bulk basis, f.a.s. vessel, all European ports, Middle East and all of Africa and adjacent islands	[illegible]	[illegible]
Far East and adjacent areas	[illegible]	[illegible]
West Indies and Latin America	[illegible]	[illegible]
West Coast—		
Bulk basis in store, all destinations	[illegible]	[illegible]

The International Wheat Council in London announced that the quota assigned by Portugal to "other possessions," including Far Eastern possessions, has been increased to 10,000 metric tons. The unsold balance against this total, on the basis of the latest information available, is 2,524 metric tons. Sales to these "other possessions" will be eligible for export payment as long as the new quota remains open.

Territory Quotas Listed

A listing of the latest quotas assigned to territories of countries participating in the IWA and the status of sales against such quotas as of March 9 also was released by USDA last week.

The territories shown on the accompanying table as having fulfilled their quotas are the Netherlands colonies of Surinam and six West Indies islands, and the British territories of Barbados, Gambia, Nigeria and British Solomon Islands. In addition to these territories, the USDA has been notified by the wheat council that the quotas for British Honduras and the Rhodesias have been filled.

The quota assigned to Portuguese "adjacent islands" has been withdrawn and sales to these islands (Madeira and Azores) are included with sales to Portugal.

The IWA staff in Washington has issued a memorandum calling attention to the following reasons usually causing delay in approval of declarations of sales submitted by flour mills:

1. Copies of documents submitted as proof of sale have not been certified to as being true and correct copies.

2. Form No. 1 received without any evidence of proof of sale.

3. Copies of both offer and acceptance not submitted.

4. Evidence of proof of sale not submitted in triplicate.

5. Date and time of filing and/or receipt of pertinent documents submitted as evidence of proof of sale not shown.

6. The export payment rate on Form No. 1 is not the lower of: (a) the rate in effect at the time of sale, or (b) the rate in effect at the time of giving notice of sale.

7. The notice of sale and/or the evidence of proof of sale (particularly documents originating with the importer) fail to include "AKORD" or a similar reference indicating agreement between buyer and seller that the sale was made within the terms of the IWA (applicable to flour sales only).

Colonial Purchases

The CCC last week reported on the status of the quotas of the territorial possessions of countries which are members of the International Wheat Agreement, as follows (metric tons, wheat equivalent):

Territories—	Quota for crop yr.	Purchases	Balance
Belgium—			
Belgian Congo	[illegible]	[illegible]	[illegible]
Netherlands—			
Indonesia	[illegible]	[illegible]	[illegible]
Surinam	[illegible]	[illegible]	[illegible]
6 Islands	[illegible]	[illegible]	[illegible]
Portugal*—			
Angola (Port. W. Africa)	[illegible]	[illegible]	[illegible]
Mozambique (Port. East Africa)	[illegible]	[illegible]	[illegible]
Other Possessions‡	[illegible]	[illegible]	[illegible]
U. K.—			
Bahamas	[illegible]	[illegible]	[illegible]
Barbados	[illegible]	[illegible]	[illegible]
Bermuda	[illegible]	[illegible]	[illegible]
Jamaica	[illegible]	[illegible]	[illegible]
Trinidad	[illegible]	[illegible]	[illegible]
British Guiana	[illegible]	[illegible]	[illegible]
Br. Honduras	[illegible]	[illegible]	[illegible]
Dominica	[illegible]	[illegible]	[illegible]
Grenada	[illegible]	[illegible]	[illegible]
Leeward Isles	[illegible]	[illegible]	[illegible]
St. Lucia	[illegible]	[illegible]	[illegible]
St. Vincent	[illegible]	[illegible]	[illegible]
Gambia	[illegible]	[illegible]	[illegible]
Gold Coast§	[illegible]	[illegible]	[illegible]
Nigeria	[illegible]	[illegible]	[illegible]
Sierra Leone	[illegible]	[illegible]	[illegible]
St. Helena	[illegible]	[illegible]	[illegible]
Rhodesias	[illegible]	[illegible]	[illegible]
Fiji	[illegible]	[illegible]	[illegible]
Gilbert & Ellice Islands	[illegible]	[illegible]	[illegible]
New Hebrides	[illegible]	[illegible]	[illegible]
Br. Solomon Islands	[illegible]	[illegible]	[illegible]
Tonga	[illegible]	[illegible]	[illegible]
Persian Gulf (A.I.O.C.)	[illegible]	[illegible]	[illegible]
Swaziland	[illegible]		[illegible]
Zanzibar	[illegible]		[illegible]

*The quota assigned to Portuguese "adjacent islands" has been withdrawn and sales to these islands (Madeira and Azores) are included with sales to Portugal.

†Council has advised fulfillment of this quota.

‡Quota increased subsequent to March 9; the figure under "Purchases" was reported by cable from London on March 14.

§Sales to the Gold Coast must be covered by import license. The department has been advised that licenses in the series [illegible] have been [illegible] as "certified as being within Gold Coast IWA quota."

M. F. BLANCO JOINS DICKINSON BROTHERS

CHICAGO — M. F. Blanco has joined Dickinson Brothers Co., Chicago feed brokerage concern, as a trader.

Mr. Blanco was formerly with the local feed office of Pillsbury Mills, Inc.

F. L. MERRILL APPOINTED BY WICHITA FLOUR MILLS

WICHITA — Fred L. Merrill has been named manager of the grain department and wheat buyer for the Wichita (Kansas) Flour Mills Co., effective April 1. He will become a member of the Wichita Board of Trade. He succeeds U. L. Shelton, who died several months ago.

Fred L. Merrill

Mr. Merrill was graduated from the Kansas State College department of milling industry, Manhattan, in June, 1949. Since that time he has been associated with country elevator operations at Great Bend, Kansas, and elsewhere in the Southwest.

A member of the Army Air Force during World War II, he saw service in the Philippines. He is married and has one daughter. He is the son of Elmo F. Merrill, general manager, Moore-Lowry Flour Mills Co., Kansas City.

CHICAGO QUARTERMASTER ANNOUNCES FLOUR BUYING

CHICAGO—The Chicago Quartermaster purchasing office announced March 22 the following purchases of enriched hard wheat flour for foreign relief, packed in 100-lb. bags for export:

21,350 sacks, at $4.46@4.50, Goffe & Carkener, Inc., Kansas City, f.a.s. ports of embarkation, Orange, Houston, Galveston or Beaumont, Texas, or New Orleans.

25,000 sacks, at $4.46@4.49, Colorado Milling & Elevator Co., Denver, f.a.s. ports of embarkation, Orange, Houston, Galveston or Beaumont, Texas, or New Orleans.

8,000 sacks, at $4.47, Acme Flour Mills Co., Oklahoma City, f.a.s. ports of embarkation, Houston, Galveston, Orange or Beaumont, Texas.

2,400 sacks, at $4.48, Buhler (Kansas) Mill & Elevator Co., f.a.s. ports of embarkation, New Orleans, or Houston, Galveston, Orange or Beaumont, Texas, or Mobile, Ala.

5,000 sacks, at $4.48, Harvest Queen Mill & Elevator Co., Plainview, Texas, f.a.s. ports of embarkation, Houston, Galveston, Orange or Beaumont, Texas.

4,000 sacks, at $4.49, Abilene (Kansas) Flour Mills Co., f.a.s. ports of embarkation, New Orleans, or Houston, Galveston, Orange or Beaumont, Texas.

5,000 sacks, at $4.49, New Era Milling Co., Arkansas City, Kansas, f.a.s. ports of embarkation, New Orleans, or Houston, Galveston, Orange or Beaumont, Texas.

5,000 sacks, at $4.50, Fant Milling Co., Sherman, Texas, f.a.s. ports of embarkation, Houston, Galveston, Orange or Beaumont, Texas.

2,000 sacks, at $4.50, J. F. Imbs Milling Co., St. Louis, f.a.s. ports of embarkation, New Orleans, or Mobile, Ala.

The Chicago Q.M. Depot will open bids the morning of April 11, domestic pack for 1,800 sacks of enriched hard wheat flour for San Antonio (Ft. Sam Houston), Texas; 933 sacks for Killeen, Texas; 779 sacks for Cadet, Texas, for delivery April 18-20; 1,083 sacks for Fort Bliss, Texas; 1,700 sacks for Fort Lewis, Wash.; 700 sacks for Pittsburg, Cal., for delivery April 20-24; 15,000 sacks for Kansas City, for beyond, for delivery April 20-May 20; 600 sacks for Biloxi, Miss., for delivery May 1-10. Also to be opened are bids for, export pack, 10,000 sacks for Auburn, Wash., for delivery May 1-10.

BUILDS ELEVATOR

VIRDEN, ILL.—Construction of a 30,000-bu. reinforced concrete elevator for Norman E. Hulcher, who is mayor of Virden, has begun. A grinding and mixing room will be attached to the elevator.

CCC Invasion of Business Hit at Colorado Meeting

DENVER — Government's invasion of grain trade functions and its "hampering" of the natural economy of the industry were attacked at the annual convention of the Colorado Grain, Milling & Feed Dealers Assn. here recently.

The theme of the convention was "How to Live with Government," and speakers outlined the problems involved in trying to carry on normal grain trade activities under government's hindrances to free enterprise.

In a keynote speech, Ray B. Bowden of Washington, executive vice president of the Grain & Feed Dealers National Assn., pointed out that "government has the right and duty to act as umpire but never the right to umpire and play the game at the same time."

Mr. Bowden said the trade does not quarrel with officials as long as they remain within the purpose of Congress. But, he pointed out as an example, the Commodity Credit Corp. has circumvented terminal commission merchants—who can handle grain for country shippers much more efficiently than the CCC—even though Congress directed that regular trade channels be used when practicable.

Alfred E. Owens, Colorado Springs, retiring president of the Colorado group, sharply criticized government for "hampering" the natural functions of the grain industry. He said the trade has been known for decades for "its efficient and inexpensive system of distribution."

In the same vein, the convention went on record as rejecting the CCC law interpretation which resulted in avoiding use of country shippers' natural terminal and market representatives. Another resolution recommended that CCC give country elevators a uniform storage agreement for 1950-51 with rates not less favorable than those now in effect.

William F. Brooks of Washington, executive secretary of the National Grain Trade Council, told the meeting that success or failure of CCC purchases of wheat to bolster domestic prices will depend largely upon the yield of the winter wheat crop. If it should be a bumper crop to add to the present reserve, it will create a very serious market problem, he said.

In the election of officers at the meeting, Del Gerdom, Colorado Milling & Elevator Co., Denver, was named president for the coming year. Matt Rodney, Rodney Elevator, Ft. Collins, was elected vice president, and Lloyd N. Case, Lloyd N. Case & Co., Denver, was reelected executive secretary and treasurer.

One of the speakers, Wendell Vincent, chief of the Denver district of the U.S. Food and Drug Administration, discussed hidden infestation and the FDA's planned investigation of the problem.

Mr. Vincent said millers need not fear to cooperate in the study.

"This investigation is not for the purpose of acquiring any evidence for use against anyone," he said. "It is for the purpose of devising ways and means to meet our joint problem."

BORDEN CO. REPORTS RECORD NET FOR 1949

NEW YORK—Total sales of the Borden Co. and its consolidated subsidiaries in 1949 were $613,763,267, about 5.5% less than the 1948 record of $649,592,375. Net income of $21,890,479 was the best in the company's history and was 14% higher than the $19,179,427 earned in 1948.

Earnings were $5.10 a share, compared with $4.46 the previous year. The rate of profit was 3.57¢ of the sales dollar, as compared with 2.95¢ in 1948 and the 20-year average of 3.30¢. The over-all volume of goods

The Standard Others Strive to Reach

WHITE SWAN FLOUR

SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

MILLING ENGINEERS, INC.

Designers and Builders for the Grain Processing Industries

1911 Baltimore • Kansas City, Mo.

TOPPER
FLAMING ARROW
BIG BOY
Three Superior Bakery Flours
Precision Milled for Precision Baking
Moore-Lowry Flour Mills Co.
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KELLY'S FAMOUS FLOUR

YES, KELLY IS FAMOUS

FOR GIVING THE BAKER WHAT HE WANTS — A FLOUR WHICH CONSISTENTLY MEETS HIGHEST, MOST RIGID BAKING STANDARDS.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity, 5,000 Sacks Daily
Grain Storage, 1,000,000 Bus.

The Choice of the Finest Hard Wheats

The only mill in this great terminal market, Duluth Universal consistently offers you a BETTER SPRING WHEAT FLOUR

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

"ROCK RIVER" RYE "OLD TIMES" BUCKWHEAT
"BLODGETT'S" RYE
All Grades—From Darkest Dark to the Whitest White —Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

SIMONDS-SHIELDS-THEIS GRAIN CO. GRAIN MERCHANTS
Storage Capacity 4,000,000 Bushels Kansas City, Mo.

SPRING WHEAT FLOURS

RED WING SPECIAL
BIXOTA
CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water. Flour Tested and Baked in Our Own Laboratory.

Be Proud of Your Job,
as We Are of Ours, for

"Bread is the Staff of Life"

GIBRALTER Flour

KANSAS BEST Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

Help Your Customers
KILL BUGS in Farm-Stored Grain
SELL DOUGLAS

TETRAKIL and SPECIAL MILL SPRAY

(farm storage companion to Tetrafume)

Every year grain pests destroy 300 million bushels, which represents 5% of all stored grain! Farm papers are running big articles on the danger of epidemics this year. You've asked us for a way to help your customers protect their farm-stored grain. *This is it!*

Sure Protection with Douglas

Douglas farm products kill all forms of insects—eggs, larvae and adults! Safe! Can't burn or explode . . . won't leave odors, tastes or stains. Easy to apply under ordinary farm conditions. You know Douglas — it's been the choice of the grain handling industry for over 37 years!

YOU PROFIT Two Ways

First Douglas gives you a big dealer discount. *Second*, you save losses in your own elevators when you help protect the grain before it reaches you. Your customers will read about the Douglas method in powerful farm paper ads. These ads tell them that you carry Douglas . . . and to see you for expert advice. Be ready for this big farm market . . .

SELL TETRAKIL and SMS.

Also profitable market for Douglas Chlordane and 2,4-D, Rat-Kil and other Douglas products. Free point of sale pieces and other selling helps.

Write today for complete information to:

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Douglas Chemical and Supply Company
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BRANCH WAREHOUSES: CINCINNATI, OHIO • SPOKANE, WASHINGTON
MINNEAPOLIS, MINNESOTA • PORTLAND, OREGON

sold was maintained and the reduction in dollar sales was the result of lower selling prices for the company's principal products, according to Theodore G. Montague, president.

Dividend payments of $11,593,320 were the highest in 18 years. Dividends in 1949 were $2.70 a share, compared with $2.55 the year before. In 1931, Borden's paid $3 a share plus a 3% stock dividend.

Current assets totaled $142,036,191 and current liabilities $35,382,297. Net working capital of $106,653,894 was $735,077 greater than in 1948 and was higher than at any previous year-end. Inventories at the year-end were $48,988,814, a decline of 15% from $57,636,783 at the end of 1948.

BREAD IS THE STAFF OF LIFE

C. I. SAHLFELD RETIRES FROM J. H. DAY CO. POST

CINCINNATI—C. I. Sahlfeld, familiarly known as "Clem" to hundreds of bakers throughout the Midwest, has announced his retirement as sales engineer for the J. H. Day Co., Cincinnati manufacturer of bakery and processing equipment, after 42 years of service.

Mr. Sahlfeld began his career in the Day organization in 1908, when he started as a general office aide. Three years later, he went to Kansas City as assistant sales engineer under the late Frank Bonney and for four years he served the trade in Iowa, Nebraska and Colorado.

He joined the U.S. Army Quartermaster Corps during World War I and for 18 months was assigned to the purchasing department. Home from service, he returned to the J. H. Day Co.'s Cincinnati office and operated in a sales engineering territory embracing Michigan, Indiana and Kentucky. In 1937, he was assigned to Indiana and Kentucky, exclusively, and continued to cover those states until the present time.

Mr. Sahlfeld was honored by his associates in the J. H. Day Co. recently with a luncheon at Hotel Alms, Cincinnati, where tribute to his long service was paid by Martin Miller, J. H. Day president, and M. R. Sentman, vice president and director of sales. The company's gift was a gold pocket watch, suitably engraved.

BREAD IS THE STAFF OF LIFE

DCA OFFICIAL SPEAKS TO UNDERGRADUATES AT MIT

CAMBRIDGE, MASS. — Harry J. Hoff, vice president and manager of bakery sales for the Doughnut Corporation of America, New York, recently addressed the undergraduates of Massachusetts Institute of Technology here on the subject "Sales—Yesterday and Today."

In his address Mr. Hoff spoke of the opportunities for good technical salesmen. He stressed the need for men to be fully informed, particularly if they wanted to sell practical items such as those produced by commercial baking. During the course of his address he showed the streamlined film on "Automatic Donut Production."

BREAD IS THE STAFF OF LIFE

NEW NBC APPOINTMENT

NEW YORK — Mrs. Erna Nibley has been appointed director of home economics of the National Biscuit Co. to succeed Margaret Murray, who is retiring. Mrs. Nibley has been food editor of Today's Woman magazine for the past four years and was previously associated with the New York Hospital as administrative dietitian.

An EXTRA HOUR OF DOUGH STABILITY WITH WISDOM FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

NEBRASKA CONSOLIDATED MILLS COMPANY
1521 N. 16th St. OMAHA, NEBRASKA

"Gooch's Best"
SUPERIOR QUALITY
to Make All Baked Things Better
Gooch Milling & Elevator Co.
Lincoln, Nebraska

DAVIS-NOLAND-MERRILL GRAIN CO.
KANSAS CITY - - MISSOURI

King Milling Company
High Grade Michigan Soft Wheat Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

We Specialize in . . .
FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN ILLINOIS

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

ANALYSES
FLOUR, FEED, WHEAT
PROFIT'S ACCURATE LABORATORY SERVICE
THE MID-WEST LABORATORIES
COLUMBUS, OHIO

Pfeffer Milling Company
Manufacturers of Pure High-Grade Winter Wheat Flour
Brands: Lebanon Bell, Flake White, Fluffy Ruffles
LEBANON, ILL.
Member Millers National Federation
Capacity: 1,500 Sacks Daily

German Millers Study Outlook for Reentry to Export Market

By GEORGE E. SWARBRECK
London Branch Manager
The Northwestern Miller

HAMBURG—An attempt by several authorities in the German flour milling industry to assess the problems facing the development of the trade during the next few years shows that the need to increase supplies of home grown wheat is paramount.

Such supplies will be needed if Germany is once again to enter the flour export market with a good quality flour available at a cost low enough to compete with the production of the world's major flour exporting countries. Besides the US, Canada and Australia, Britain and France can be added to the list of potential competitors.

Accordingly steps are being taken to increase the production of wheat in western Germany to replace the supplies lost to Russia in eastern Germany. Attempts will be made to concentrate on those varieties of wheat most suited to the German soil and climate, imports being relied upon to supply the stronger types of wheat required. Additionally, investigations are to be made into the question of flour enrichment using as a basis the discoveries already made in the U.S. and elsewhere.

Plan Allocation

Tied up with the proposals for making increased use of the potential German surplus flour capacity is the formulation of a scheme for equal allocation of raw materials among the competing mills in order to insure fair shares all around. This suggestion has already been implemented by the proposals made for a scheme involving the imposition of a quota system on the milling groups concerned with the inevitable fixing of internal flour prices, the division of territories of sale at home and subsequently overseas and the limitation of production as the demand warrants.

Technical development is not being neglected, and the millers have been advised to improve the technical training of young millers and for a higher level of education for new entrants to the industry. The work of the technical press has also been commented upon with a plea for a keener discussion of milling problems. A scheme is also being formulated to keep the trade in closer touch with world trade problems, another pointer to the intention of the millers to break into the export trade as soon as conditions are propitious.

Study Machinery

The field of milling engineering is also considered to be ripe for improvement, the standardization of all machinery and machine parts such as rolls, wheels, sieves and piping and the like being advocated. The increased use of pneumatic transport is considered desirable if efficiency within the industry is to be increased, while the use of standardized iron channels instead of wood is put forward as a necessary development. Production, it is suggested, can be cheapened by space economizing and more efficient plant. The rebuilding of war damaged mills makes these proposals practicable and will result in some of the most up-to-date mills in the world.

The German technical mind, which welcomes standardization and working to a set formula, is being brought to bear on the problems of the flour milling trade and the suggestions enumerated make it apparent that the Germans will, one day, become keen competitors in the world's flour markets. Trade observers are watching the developments with interest.

FIRE HITS FEED MILL

NASHVILLE — The Fort Negley Feed Mill here was damaged by fire of undetermined origin, recently. Loss was estimated at $125,000.

IT'S BIN AGED
Flour from this mill comes to you fully aged — ready to use
ATKINSON MILLING CO.
MINNEAPOLIS, MINNESOTA

Soft Winter Wheat Flours
Family - Commercial
Export
Long Distance Telephone 39
Cable address — "Jesco"
J. Allen Smith & Co., Inc.
KNOXVILLE 4, TENNESSEE

FULTON BAG & COTTON MILLS
Kansas City, Kan.
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New York
Dallas
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New Orleans
Denver
BAG MAKERS SINCE 1870

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

Exceptional Bakery Flours
TWELVE-40 NO-RISK PLA-SAFE
THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS
Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

A COMPLETE LINE OF QUALITY FLOURS
DANIEL WEBSTER
Short Patent
GOLD COIN
Standard Patent
CHALLENGER
Extra Strong Patent
EAGLE
High Gluten Patent
GOLD COIN
High Gluten Whole Wheat
PURE SILVER
GOLD COIN
Fancy First Clear
Pure White Rye
BLIZZARD
GOLD COIN
Extra Strong First Clear
Pure Medium Rye
GOLD COIN
Pure Dark Rye
GOLD COIN
Pumpernickel
GOLD COIN
Pure Rye Meal
GOLD COIN
Gran. Yellow Corn Meal
Save time and money. Get your complete line Bakery Flours in one car.
EAGLE ROLLER MILL CO.
NEW ULM, MINNESOTA
Quality Flours since 1856

WESTERN STAR
KANSAS STAR
GOLDEN CREST
When things are running smoothly, these flours will "star" in your bakery. But their real merit shines the brightest when shop emergencies put them to an extra test.
The WESTERN STAR MILL CO.
SALINA, KANSAS

After all!
"THERE IS NO SUBSTITUTE FOR QUALITY"

BAKE SAFE with BAY STATE
BECAUSE:
We have been millers of
BAKERY FLOURS
for more than 50 years

BAY STATE MILLING CO.
WINONA MINNESOTA
Millers of HARD SPRING WHEAT and RYE FLOURS

For Over Fifty Years...
KING'S GOLD
KING'S BEST
GOLD MINE
EXCELSIOR
Minnesota makes the Best Flour in the World.
...Made in Minnesota
H. H. King Flour Mills Company
MINNEAPOLIS, MINNESOTA

Centennial FLOURING MILLS CO.
GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT
GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS
6,500,000 Bushels Country and Terminal Storage
NEW SPOKANE MILL — ONE OF THE WORLD'S MOST MODERN
MILLS AT SPOKANE · WENATCHEE · RITZVILLE · PORTLAND

New Formula Feed Production Mark Set at Kansas City

KANSAS CITY — Formula feed mills in Kansas City hit an all-time high in production in 1949, topping the wartime peak by 9%.

Total output of the 12 major formula feed plants in Kansas City amounted to 580,383 tons in 1949. This topped the wartime peak of 532,195 in 1943 by 9% and represented a gain of 11% over the output of 522,376 produced in 1948.

Principal reason for the increase was the much larger poultry numbers raised last year than in the preceding season in the area served by Kansas City companies. This was particularly true of broiler production, which showed a substantial expansion. All lines of feed business, however, were relatively good for firms in this market, and apparently some of the increase therefore was attributable to aggressive sales and advertising policies.

General trade indications are that larger feed manufacturing firms throughout the nation averaged around 10% greater production than in the previous season. It is not known if smaller country firms made comparable gains or if some of the apparent increase of terminal mills represented a shift in business channels.

The following table shows production of formula feed by mills in Kansas City for a series of years:

Year	Tons	Year	Tons
1949	580,383	1944	478,673
1948	522,376	1943	532,195
1947	491,425	1942	368,192
1946	475,381	1941	262,872
1945	526,932	1940	192,334

Kansas City is estimated to be the second largest feed production center, being surpassed only by the output at Buffalo, N.Y.

—BREAD IN THE STAFF OF LIFE—

BAKERS CLUB OF CHICAGO HOLDS BIRTHDAY LUNCHEON

CHICAGO—At the March birthday luncheon meeting of the Bakers Club of Chicago, a number of the honored guests added much of interest to the program in outlining the circumstances surrounding their initiation into the baking industry.

Following luncheon, George Neuman, Neuman Pastry Shops, Chicago, club president, opened the program with words of welcome and then called on Franklin J. Bergenthal, Brolite Co., Chicago, to lead the singing of the birthday song in honor of those members having birthdays during the month.

Mr. Neuman then called on the honored guests to tell briefly how they started in the baking industry.

Cecil E. Sowles, Siml & Sowles, Chicago, was the first member to speak. He said: "I've been in the baking industry for 27 years and have never regretted it."

He was followed by J. Ray Turner, Preferred Brands Co., Chicago, who said: "I started out selling lard some 20 years ago and got the job by answering a newspaper advertisement."

C. J. Burny, Burny Bros., Inc., Chicago, recounted his experience in coming to Chicago for a visit and "just decided to stay and go into the baking business, specializing in French bread."

Dr. Valentin Sobotka, Pabst Sales Co., Chicago, said: "My family for generations back were in the malt-syrup business so about 1904 I naturally followed my family traits and I've been with it since."

James Degnan, Weber Flour Mills Co., Chicago, reported that he started out selling tires to one of the larger bakery firms in the eastern U.S. and progressed to other branches of the industry.

Jack Hines said that he entered the baking industry following the Spanish-American War and after a very short time joined the Ward Baking Co. when it opened its plant in Chicago.

The table decorations, through the courtesy of R. E. Bury, Russell-Miller Milling Co., Alton, Ill., and J. O. Smith, Russell-Miller Milling Co., Chicago, featured a nest which contained a large chocolate-covered egg-shaped cake decorated in Easter colors, surrounded by small individual fondant-covered Easter egg cakes. A vote of thanks was given to Harold Strauss, Strauss Bakery, Chicago, who made the cakes.

The April birthday luncheon meeting will feature "Baseball Day" at the Bakers Club of Chicago.

—BREAD IN THE STAFF OF LIFE—

TRIUMPH MANUFACTURING NAMES RALPH E. FOSTER

CINCINNATI — Ralph E. Foster has been appointed sales manager of the Triumph Mfg. Co., Cincinnati, it has been announced by H. F. Dornette, president of the 45-year-old bakery machinery firm. Mr. Foster, who is serving his fifth term as mayor of suburban Wyoming, has had wide experience in engineering, manufacturing and sales.

FLOURS TO FIT EVERY FORMULA
★ Hard Spring Wheat
★ Hard Winter Wheat
★ 100% Whole Wheat
★ Cake Flours
★ Pastry Flours
A COMPLETE FLOUR SERVICE
RUSSELL-MILLER MILLING CO.
MINNEAPOLIS 1, MINN.
Millers of Occident, American Beauty and Other Bakery Flours

FORBES BROS.-CENTRAL MILLS CORP.
Over 60 Years Experience Making Quality Products
4-B EXTRA FANCY CORN GRITS
CORN MEAL CORN BRAN
HOMINY FEED
Box 886 South Topeka, Kas.

WOLF'S PREMIUM FLOUR

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

"Hunter's CREAM"

The Oldest Flour Brand in Kansas

that for more than seventy years has stood at the very top of the fine quality list.

The Hunter Milling Co.
Wellington, Kansas

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

THE ROSS MILLING CO.
Choice Quality Flour
Plain and Self-rising
OTTAWA KANSAS

ANALYSES
FLOUR—CEREAL—GRAIN
Dependable, Prompt Service
Siebel Institute of Technology
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Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacturers Kiln-Dried
WHITE CORN PRODUCTS
Capacity, 16,000 Bushels

We specialize in designing and engraving for Millers and the Grain Trade
Holland Engraving Co.
Kansas City, Missouri

WE ARE LARGE BUYERS of PURIFIED MIDDLINGS and PURIFIED WHEAT GERM
We will be glad to get your quotations
The Cream of Wheat Corporation
Minneapolis, Minnesota

UNITED BISCUIT CO. REPORTS 1949 NET

Profit Set at $5,306,225, Compared with $5,100,481 in 1948—Sales Reported Lower

NEW YORK—United Biscuit Co. has reported 1949 consolidated net profit of $5,306,225, equal, after taxes of $3,400,000 and dividends of $217,000 accrued to the end of the year on the outstanding preferred stock, to $5.35 a common share. This compares with a net profit for the previous year of $5,100,481, or $5.36 a share.

Sales for the year ended Dec. 31, 1949, totaled $84,748,483, compared with $87,704,769 in 1948, the company reported.

—BREAD IS THE STAFF OF LIFE—

8% DIVIDEND SUGGESTED FOR RIO MILLING FIRM

LONDON—The shareholders of the Rio de Janeiro Flour Mills & Granaries, Ltd., will be recommended to adopt a proposal for the payment of a total dividend of 8% for the financial year ended Sept. 30, 1949, when they meet in London at the annual general meeting scheduled for March 30.

In his statement to shareholders the chairman of the company, Stuart C. Sheppard, reports a year of increased trading due to the greater availability of wheat, although early in the period the company had been obliged to act as importers of flour as well as carrying on the business of millers.

Supplies of wheat still came under the control of both the Argentine and Brazilian governments so that in effect the milling industry in Brazil had practically become one controlled entity, thereby establishing a state supervision over the cost of wheat as well as over the selling price of its products.

Mr. Sheppard estimated that the 1949-50 crop from the Argentine would be a sufficient margin for export purposes.

One result of the exorbitant price for wheat demanded by the Argentine selling monopoly was that the plans for growing wheat in Brazil were materially assisted. The 1949-50 crop was expected to yield somewhere in the region of 500,000 tons, though this was merely a rough estimate because the growing areas were widely distributed.

Mr. Sheppard reported that increased grinding capacities of the mills at Rio, Santos and Bahia were now in operation, while the planned extension to the mill at Curitiba, in the state of Parana, would be working in the near future.

The company's net profit for the year was returned at $264,840.

—BREAD IS THE STAFF OF LIFE—

VISITS VANCOUVER

VANCOUVER — H. V. Hawkins, general sales manager for the Maple Leaf Milling Co., Ltd., Toronto, paid a short visit to Vancouver recently and conferred with E. O. Copas in charge of the company's operations here.

—BREAD IS THE STAFF OF LIFE—

GEORGE LA BUDDE INJURED

MILWAUKEE—George La Budde, La Budde Feed & Grain Co., Milwaukee, is going about his business on crutches at present, as a result of a compound leg fracture. The injury occurred recently while Mr. La Budde was skiing near Aspen, Colo.

ARE FAMOUS FOR GOOD BAKING!

AGAIN this year Nebraska wheats are setting records for good baking quality. Over 98% of acreage is in wheats rated good to excellent in milling and baking characteristics. Ninety per cent is in just four varieties—Cheyenne, Turkey, Nebred and Pawnee—all desirable wheats. Nebraska quality is protected by the work of the Nebraska Wheat Improvement Association. You can buy Nebraska wheat with confidence. Let us handle your requirements. With nearly 3,000,000 bus. of terminal elevator space and 200 affiliated country elevators we are well equipped to serve you on wheat and feed grains.

WESTCENTRAL
COOPERATIVE GRAIN COMPANY
GRAIN EXCHANGE, OMAHA, NEBR.

Elevator A—Omaha, Capacity 1,750,000 Bus. • Elevator B—Fremont, Capacity 1,200,000 Bus.

MILLING WHEAT

Call VIctor 4384
Kansas City, Mo.

Our stocks are analyzed for baking strength. They're carefully and personally selected — binned according to variety.

Ask for:

LOREN JOHNSON or
W. W. (Bill) SUDDUTH

KANSAS GRAIN COMPANY
BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

EARLY PENNSYLVANIA MILLS—William S. Livengood, Jr., secretary of Pennsylvania's Department of Internal Affairs, publishes in the department's monthly bulletin an account of early grist milling in Pennsylvania. From it we quote the following:

According to one old record in the Department of Internal Affairs, the first gristmill in Pennsylvania was built by Col. John Printz, the governor of New Sweden, in 1643. Commissary Hudde, the agent of the Dutch West India Co., who was instructed to watch the actions of the Swedish colony, reported that Printz built a "strong house," in a place named Kingsessing by the savages, and "about half a mile further in the woods, Gov. Printz constructed a mill, on a kill which runs into the sea (river), not far to the south of Tinnicum." He cites Campanius as saying, in reference to it, that "it was a fine mill, which ground both fine and coarse flour, and was going early and late, and was the first that was seen in that country. The creek on which it was built, Campanius says, was the Karatung, otherwise called the Watermill stream—a fine stream, very convenient for water-mills.

The site of this, the most ancient water-mill in Pennsylvania, New Jersey or Delaware, is now ascertained to have been on the Darby road, the oldest highway in Pennsylvania, near the Blue Bell tavern, where the holes in the rock, which supported the posts of the framework, were long to be seen. The stream or "kill," on which it was built, is Cobb's Creek, a tributary of Darby Creek, of which Printz had a grant from Queen Christina of Sweden, the youthful sovereign from whom the Swedes named the creek at Wilmington, Del., where they built a trading house and fort.

In 1678, it is recorded in the Upland Court, that "it being very necessary that a mill be built on the Schuylkill, and there being no fitter place than the falls called Captain Hans Moonson's Falls, the Court are of the opinion that Mr. Hans Moonson ought to build a mill there (as he says he will), or else suffer another to build for the convenience of all parts."

In 1676, seven years before the settlement of Philadelphia, The Court ordered that no grain shall be distilled, unless it be "unfit to grind and boalt."

● **Mill at Germantown**—The first Gristmill in Philadelphia County was set up in 1683-4, at Germantown, by Richard Townsend, a Friend, who came over with William Penn. It stood in Church Lane, one mile northeast of Market Square, and was at a late period known as Roberts' Mill. He had also a mill, previously erected on the left bank of Chester Creek, about a mile and a half northwest of Chester, built of materials which he had brought, ready framed, from London.

The owners of the mill were William Penn, Caleb Pusey and Samuel Carpenter, whose initials are inserted in a curious, antiquated iron vane, which was once erected on the roof of the mill, "and was still in 1843 engaged in its 144th year of its duty, on the top of Mr. Flower's house." Samuel Shaw, before the Revolution, erected a second mill near the place. There were a number of mills in the county in 1695.

Pastorius, who, as the agent of the Frankfort Land Co. in Germany, founded Germantown in 1684, in an account of the province which he left, says, "Of mills, etc., we had the necessary number"; and speaking of another company which laid out Frankfort, he says, "they have already established several good mills."

Thomas Parsons owned a gristmill at Frankfort, in 1698, and Richard Dungworth had a mill not far distant, in Oxford Township, one or both of which were probably on Tacony Creek.

An Englishman, writing of the Province in 1698, speaks of "famous Derby River, which comes down from the country by Derby Town, whereon are several mills, fulling-mills, corn-mills, etc." The water-mills, he elsewhere remarks, "far exceed those in England, both for quickness and grinding good meal, there being great choice of good timber and earlier corn than in the aforesaid place; they are made by one Peter Deal, a famous and ingenious workman, especially for inventing such machines."

● **Mills on the Wissahickon**—A number of corn mills were erected about this time, or soon after, on the Wissahickon, by the German and English families who settled in Germantown and Roxborough. William Rittenhouse and his son Nicholas, previous to 1697, built on a branch of that stream the first paper mill in this country. Another son, Garret or Gerhard, set up a flour mill on Cresheim Creek, which flows into the Wissahickon from the eastward, and was named from that part of the Palatinate whence the family had emigrated.

A gristmill and bolting-house were built, by the family of Robesons, on the main stream, near the Schuylkill, in the late borough of Roxborough, not far from the same time, and were known as the "Wissahickon Mills." Eleven mills were built in that township, previous to 1779, nine of which were on the Wissahickon and eight of them gristmills. Several of these belonged to the Rittenhouses. There has been but one built on that stream, within the same limits, since.

The mill seats on the Pennepack were early occupied. The inhabitants of Solesbury, and the neighboring parts of Bucks County, were compelled to go to the mill of Morris Buinn, on this stream, or to Trenton, for 20 years, until Robert Heath built a mill at Solesbury. In the fertile and well cultivated limestone tracts of Bucks, Montgomery, Chester and Lancaster, mills were rapidly multiplied on the numerous confluents of the Delaware and Schuylkill rivers. A tremendous freshet, in June of that year, damaged many of these, and also many in New York. A mill belonging to Robert Hayton, on the Schuylkill, was entirely carried away, and another, owned by Thomas Stockworth, was nearly submerged. The loss in dams, grain and flour, destruction of bridges, etc., was very great.

Much of the flour made in that day was, as before remarked, bolted in separate establishments, which were often connected with the baking business. In Philadelphia, where the flour of the country found a market, that class of machines was numerous about this time. Several were advertised for sale in 1721-22; two by Robert Hobart, baker, "in the Front street," one of them furnished with cloths, and one without; and another, with a granary and other property, by Owen Roberts. The burning of one at Bristol is noticed also. This place was early noted for its fine mills, of different kinds, built by Samuel Carpenter, formerly a Barbados merchant. In 1723, the executors of Jonathan Dickinson, advertised for sale his interest in the Grist and sawmills on Chester Creek, commonly called the Chester Mills. In 1760, the assessors reported, within Philadelphia County, 83 gristmills and 40 sawmills.

● ● ●

Corn—as not many people outside of the ag colleges know—is a grass. A very special grass—as special in its way as the fine old creeping bents and Kentucky blues that carpet your putting greens. It always was a grass, in fact, once it was grassier than it is now, but it hasn't always been so specialized. Man did that. Man, with his inordinate curiosity and desire to improve everything in sight, began fussing with corn's ancestors many centuries ago. By selecting the best seeds (they weren't big enough, then, to be called kernels) for future planting, by later crossing certain strains; perhaps even by inbreeding, the prehistoric agriculturalists began developing the plant we know today.—Frank C. Hibben in Atlantic Monthly.

● ● ●

PRAIRIE MOTHER

Many a golden morning when she looked
Across the stubble field, she breathed a prayer
That children yet unborn might have the strength
Of prairie sod, the peace of sun-filled air.

And often when she fashioned loaves of bread
White as the prairie clouds and watched them rise
She visioned homes of sons and daughters built
In faith and freedom beneath the prairie skies.

It may be when the blue of autumn dusk
Is deepening and night is sifting down,
That she will come again with soundless step
Along the roads of a little prairie town.

And if she comes tonight, oh may she find
That hearthfires lit in loneliness and pain
So long ago are burning still where once
A sod house stood upon a treeless plain.

Grace V. Watkins.

"Someway or other," said Old Dad Fetchit of the Fish River Roller Mills, "I can't get much het up over this here idea that the millin' business is pore on account there's too many mills and some has got to get blowed up 'fore times get easy. I know these here hills for right around fifty years and ain't never been a time when you couldn't find more'n enough mills to make a barrel of flour for every peckerwood between here'n Memphis and mebby farther'n that. As far as I can see millin' here's as pore as it is any wheres else for them that don't know to make a little money out of it. Don't seem to me it's so much too many mills as too few real millers bein' born."

EDITORIAL

BREAD CAN'T BE TOO GOOD

WHEN M. Lee Marshall of the Continental Baking Co., chairman of the board of the American Bakers Assn., addressed the American Society of Bakery Engineers at the recent annual meeting of that group, he very properly complimented and thanked the membership for the technical development that underlies the production of today's loaf of baker's bread—a loaf no longer "hand-kneaded, milkless, unshortened"—a loaf "capable of being sliced, wrapped and delivered to the consumer while it is fresh."

But, having done justice to bakery engineering in the matter of past accomplishments, Mr. Marshall then counselled: "Your work has only begun." He said: "We must do a better job of producing a better product. And we are going to have to learn to sell it better than we have ever sold it before. I want to make it abundantly clear that it is impossible to stand still on the quality front. Either you improve your product or you slide into reverse by default. We have no monopoly on any part of the American family's budget; and even though bread is our most substantial food, even though it is a staple, we must never forget that we always have to fight a rear guard action against producers of competitive products who are trying to crowd us out of the market to make room for themselves. If we don't constantly improve the quality and attractiveness of our products, other products of exceptional quality and attractiveness will overtake us. You have got to look better, do better and be better than the other fellow if you don't want him to get your business."

In a simple phrase, Mr. Marshall says to the technicians of his trade: "Bread is good, but it is not yet good enough and it never can be too good."

John Doe, Mr. Marshall reminded the engineers, is eating only two loaves of bread where his father ate three. "Let's take a look," he said, "at what has happened in this country in the past 40 years.

"In 1910 there were 37,370,000 people working for a living, and of that number 26,108,000 were really working—agriculture, forestry, mining, fishing and other such jobs that required physical effort. That means that over two thirds of the people who were working, worked hard enough to build up a real appetite for bread, six days a week.

"In 1949, 40 years later, there were 60,078,000 people working. And do you know how many were in this heavy-duty classification in 1949?—only 2,663,000 more than in 1910! All the rest of today's tremendously increased working force, almost 32 million others, were in lighter work—such things as offices, domestic service, the professions or government service. In government work alone, the forces went from 431,000 in 1910 to 5,800,000 in 1949.

"The long and short of those statistics is that the bread-eating hard-labor force has remained almost static for 40 years while the number of people doing lighter work has almost trebled.

"But let's look at the ladies. Back in 1910, there weren't dish washers, clothes washers, clothes driers, vacuum sweepers, automatic ironers, frozen foods, ready-prepared foods, bridge, gin rummy, canasta, and perhaps most of all, multi-million dollar advertising campaigns ballyhooing the conviction that woman's place is at the card table, and her prime responsibility in life is to maintain her figure at all costs.

"The women have been barraged increasingly by propaganda from food fakers, medical racketeers, phony scientists, uninformed practitioners—and hard-headed producers of other food products more or less competitive with baked goods, designed to share a segment of the family food budget. This impressive array of fast and influential persuaders has managed to convert millions of women to the belief that bakery products create curves in the wrong spots."

We have told this story many a time and oft in these columns, but Mr. Marshall does it a lot more picturesquely. You'll want to hear the rest of his whimsical jeremiad, as we did:

"And then take children . . . traditionally the most consistent consumers of bakery products. But these days, they simply don't get enough.

"The average man is too tired, too mentally fatigued, to enjoy an all-out bang-up dinner; the average mother is so busy trying to retain a chorus girl figure that she pecks and nibbles at food and is a light eater. So the poor kid by natural consequence, is deprived of one of the things that a lot of us old-fashioned guys believe is a normal birthright—eating until he can't eat anymore.

"With mother watching her figure, and father working in an office, and the youngsters deprived of the bread they want and need, it is understandable that the per capita consumption of wheat flour has fallen off a third.

"The coming of all of these so-called refinements of civilization is of more than passing interest to the producers of bread, for bread is an energy food, a solid food, a he-man's and she-woman's food and it is importantly affected by every one of these drifts toward a more delicate existence.

"But to all this we must add another factor. The increase in the consumption of sugar almost matches, over the same period, the decline in the consumption of wheat. Apparently, as our civilization has become daintier, we have moved away from solid foods into anything but solid foods. Folks are eating sweets like crazy and for some reason, sweets and bread seem to be mutually exclusive.

"Now you have the situation. The question is, what are we going to do about it? Obviously, we are going to have to meet the challenge."

• • •

Too many young people today are looking for security and are giving up more and more of their freedom to get it. Actually, I believe there is more opportunity in the world today for people who are not afraid of hard work than when I was a young man.—John Crosby, director, General Mills, Inc.

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SOME THINGS ARE WORSE THAN STOMACH ULCERS

ONE of the fruits of the social revolution, thinks Morris I. Pickus, president of the Personnel Institute, Inc., is a remedy for stomach ulcers. The statement should be qualified, for Mr. Pickus does not really believe there is such a remedy in the philosophy of the welfare society. He is merely reporting a condition of mind among the generation which is growing up under the banner of security flown by the standard bearers of the Police State. It is only in the fanciful thinking of this generation that the sociological remedy for ulcers exists.

A recent survey, says Mr. Pickus, revealed that most of the 1949 graduates from higher educational institutions in this country were not keenly interested in individual advancement in the ranks of free economic enterprise. They said they were interested in what they called "the good way of life." No ulcers for them! There would be nothing to worry about, for they would be wards of the state.

Mr. Pickus does not quarrel with the benefits that have come to society through vacations with pay, pensions, sick leave, life insurance, hospitalization and all the many other such things provided by business management. He points out, however, that these benefits are hidden additions to the payroll—they add approximately 15% or possibly even 20%, to the payroll dollar—and that what goes into one pocket must always come out of some other. But they are worth the cost if only they do not contribute to an immoderate reliance upon the efforts of others. This could become a basic and perhaps fatal weakness of our society.

England presents a graphic picture of what the policy of security from "womb to the tomb" can lead to. We in this country are not far behind in such a program of smothering individual initiative under the protective mantle of welfare at public expense. We have no liking for ulcers and we sympathize with the wish to avoid them, but we can't help thinking that a few little ones distributed around among individual stomachs might turn out to be vastly more endurable than the big one that's going to afflict the collective stomach when in the name of personal security we have turned over all our worries to somebody else.

• • •

THE PERFECT BUREAUCRAT

AN amazing revelation of bureaucratic indifference to the views of citizens developed in the recent hearing before a Senate agriculture subcommittee on the Commodity Credit Corp. charter. Under consideration at the time was an amendment introduced by Senator Thye of Minnesota, which would have made it mandatory that the CCC include the services of terminal commission merchants in the shipping of CCC-owned grain from country points to terminal elevators or for export.

Officials of the U.S. Department of Agriculture were vehement in their opposition to any restriction on their grain handling procedures, and greatly exaggerated the effects of the Thye amendment. A report of the hearing written by John Cipperly, The Northwestern Miller's Washington correspondent, contained this paragraph:

"As soon as Mr. Brannan laid the foundation for the attack, Frank K. Woolley, assistant Production and Marketing Administration director, loosed a bitter attack on the Kansas City Board of Trade and the Grain & Feed Dealers National Assn. for their sponsorship of the fight on behalf of the terminal commission merchants. Mr. Woolley read into the record statements issued by the Grain & Feed Dealers National Assn. which urged all country elevator operators to go all out to swing congressmen into line behind the Thye amendment."

Certain men in government service develop delusions about the place of the state in a democracy or republic. To this species of bureaucrat the citizen who disagrees with the state is an irritating specimen to be silenced rather than listened to—to be suppressed by the might of government.

It is the right of the Grain & Feed Dealers National Assn., the Kansas City Board of Trade—any organization, any group of individuals, any individual—to protest or to try to get others to protest against government policies they believe to be wrong or harmful. This is one of the fundamental rights of citizens. And when a government employee tries to abridge this right he is forgetting (as bureaucrats so frequently do) that he is the citizen's servant—that laws, not men, are the citizen's masters.

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO—A news editorial in a Toronto paper points out that during recent discussions in the House of Commons on unemployment and work projects which are available in Canada not one member took occasion to mention the irrigation works planned for the western provinces. Very few of these have been advanced beyond the project state. None of these are of doubtful value but are of permanent utility and will pay for themselves if ever they get built and placed in operation. They are ideal as work-making projects, as they create opportunities for profitable production on a permanent basis in their immediate neighborhoods. In addition they have national value in terms of their contribution to the stabilization of the whole dominion's economy.

It has been estimated that in a typical area where there is no irrigation the present population averaging 3 per square mile could be raised to 29 per square mile. Such a jump in population would not necessarily mean a jump of 1,000% in land production but the increase certainly would be large enough to warrant accelerated expenditures for irrigation instead of for drouth relief after the damage has been done.

ANTI-DUMPING LAWS APPLIED

Canada has taken emergency action to stop cheap Japanese goods, including 99¢ shirts, from flooding the Canadian market. The rarely used Canadian anti-dumping laws have been applied against these goods and additional duties have been levied against them while the government inquires about their fair market value in Japan. Once this is established the government will probably apply a tariff to bring the cost of Japanese goods up to that level. Much of the goods came to Canada through a private industry barter deal by which $2 million of Canadian wheat was exchanged for Japanese textiles. The deal was administered by a New York corporation.

Reports indicate another deal is now nearing completion under the management of a Montreal firm whereby two cargoes, 18,000 tons, of Canadian wheat valued at about $2 million will be exchanged with Japan for grey goods for Canadian textile mills. About three quarters of the Canadian purchases are now arranged and it is expected that the wheat will be shipped in April or May. Initially the plan was to exchange steel and wheat but Japanese prices were found to be 15 to 25% higher than competitive Canadian prices.

CANADA EYES ECA FUND CUT PROPOSAL

Canadian cheese in 1951 and wheat after July 30 of this year are the farm products chiefly vulnerable if U.S. Congressmen carry through the House of Representatives Foreign Affairs Committee recommendation to slash $1 billion from ECA appropriations and substitute a like amount of U.S. surplus farm products. Canadian wheat purchases are being financed by a $175 million allocation fund arranged in a special deal at Washington last September. This terminates at the end of the present ECA year, June 30, 1950. Apart from wheat, no ECA funds are currently being used by the British to finance purchases of Canadian farm products but if the U.S. goes through with its plans to slash appropriations and substitute surplus farm products, Britain would be offered these items at cheaper prices and would cut buying in Canada.

CHANGE OF CURRENCY SUGGESTED

Speaking to the Winnipeg Kiwanis Club last week, R. A. Kipp, president and managing director of the Kipp-Kelly Co., stated that Canada should consider leaving the dollar bloc and join with the soft currency countries, if there is no other way to keep up Canadian exports. He predicted that Canada's export business would grind to a full stop unless arrangements were made to enable other democratic countries to pay for Canadian products.

At present Canadian policy seemed to be one of "wait-and-see," said Mr. Kipp.

"Everything hinges upon what the U.S. or England will do to solve the current financial and trade crisis," he said. "In the meantime Canada's traditional customers are turning to other sources with which it is possible to trade."

Mr. Kipp said that one solution for his firm "would be to transfer our manufacturing to England." This solution would be "inevitable" if the situation did not improve, he said.

In charge of firm exports since 1933, Mr. Kipp described ways in which his company, with headquarters in Winnipeg, was able to sell its separating machines around the world.

HEARING COMMENCES ON ALLEGED BAKERY COMBINE

WINNIPEG — Preliminary hearing of combine charges against six western Canadian bakeries opened in Calgary, Alta., last week, following instructions issued by S. S. Garson, justice minister. The crown charges a combine existed from Aug. 1, 1933, to March 18, 1950.

Defendants in the case are: Canadian Bakeries, Ltd., Calgary; Edmonton City Baking, Ltd., Edmonton; Weston's Bread & Cake (Canada), Ltd., at Vancouver, Edmonton and Winnipeg.

Offenses under the Combines Act were alleged to have been committed at Victoria, Vancouver, Nanaimo, Calgary, Edmonton, Lethbridge, Medicine Hat, Regina, Moose Jaw, Saskatoon, Swift Current, Prince Albert, North Battleford and Yorkton.

Early in the hearing it was admitted by R. Y. Paton, former manager of McGavin, Ltd., in Lethbridge, that bakery representatives had held meetings where bread prices were discussed. He could not give any definite date of the meetings, but stated the representatives "agreed what a fair price should be."

The court, presided over by Magistrate G. H. Rose, admitted the minutes of meetings of the Lethbridge branch of the Alberta Bakery Assn. despite legal objection that they had been obtained without a search warrant. The crown investigator informed the court the evidence had been given to him voluntarily.

Testimony given by B. M. Colwell, executive assistant to the general manager of Canadian Bakeries, Ltd., disclosed the fact that discounts of bread sales by bakeries were given to some Vancouver storekeepers before the price controls were removed in the fall of 1947.

Mr. Colwell stated it is the policy of Canadian Bakeries, Ltd., to maintain standard retail prices in stores buying bread. Soon after the removal of price controls, his company refused to supply bread to Safeway stores unless they agreed to maintain the retail price, the witness continued.

Witnesses' testimony was frequently interrupted by complaints from defense counsel that the crown counsel was asking leading questions but Magistrate Rose ruled there should be some relaxation of the general rule for leading questions under the circumstances.

—BREAD IN THE STAFF OF LIFE—

"PARADE OF PROGRESS" HELD BY LEVER BROS.

TORONTO—Lever Bros. held its 1950 "Parade of Progress" March 13 in Toronto. Approximately 1,500 bakers, restaurateurs and hotel owners attended. Particular emphasis was put on the use of sweet doughs and a demonstration was given to show how to prepare 20 different products from one sweet dough. Lever Bros. representatives said they feel that dry cake mixes are here to stay and think the baker would be well advised to consider lines that the housewife cannot make up in a few minutes such as sweet doughs. The program included formulas, shop sales, display ideas, door sales and sampling.

FOOD INSPECTORS' CLASS—A short course for food inspectors was held recently under the joint sponsorship of the Food and Drug Division, Department of National Health and Welfare, and the Division of Entomology, Science Service, Canadian Department of Agriculture. Eleven inspectors attended the five-day course. Shown lecturing to the inspectors is Dr. H. E. Gray, in charge of stored products insect unit of the entomology division. The short course covered such subjects as production and handling of wheat, common stored product pests, methods of detection of contamination in food and food plant inspection methods.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—A major source of controversy in British trading and political circles is the maintenance of two government departments to deal with food and agriculture. The fact that the two subjects are so closely related implies that there should be one political head and one set of officials. This viewpoint the Socialist government refuses to accept. Rupert de la Bere, who retained his parliamentary seat at the last election, is a frequent asker of difficult questions and he has once again questioned the Prime Minister, Clement R. Attlee, on the possibility of a merger with a view to insuring better coordination and securing the home market for the home producer, thus encouraging and developing output.

While there is a strong body of opinion favoring this course, there are others, including many in farming circles, who take the opposite view. One farming authority recently stated that if the two departments were merged, the Agriculture Ministry would be swamped by the greater and more powerful Ministry of Food. He meant that the interests of the consumers would be placed before the interests of the farmers. Officials in the food supply section of the coordinated department would not fail to make purchases of agricultural products abroad if the price was better than that offered by the home farmer. As world prices tend to drop, as they are now doing, the farmer would be handicapped and unable to compete.

The suggestion has been made on several occasions that the provision of more facilities for increasing home agricultural production would enable the farmer to compete more effectively. Greater supplies of imported feed are essential if the home producer is to be strengthened while a lowering of the extraction rate of

flour is considered to be essential in order to increase the available supplies of millfeed.

It is a matter of common knowledge, however, that the continuance of two departments has several disadvantages leading to frequent arguments between the officials of the two ministries. This went on, even in the war years, a fact which prompted a prominent minister of that time, Robert Boothby, to observe, when asked to settle an argument between two rival sets of officials, "It should be noted that we of the Ministry of Food are supposed to be fighting the Germans, not the Ministry of Agriculture."

GREEK IMPORT PROGRAM SETTLED

The Greek government has now settled its import program for the six months, January-June, 1950. Provision is made for the purchase, under the auspices of the state procurement authority of 275,000 tons of wheat and flour at an estimated cost of $23,375,000. Animal feeds of various kinds are to cost $200,000.

NEW EXCHANGE IN ITALY

The Genoa Cereals Exchange has been reopened after repair and modernization, following extensive war damage. The opening ceremony was attended by many prominent grain traders and the Italian government was represented by the Minister of Commerce.

Among the resolutions passed by the members was one calling for the amendment of current laws controlling the trade in order to recognize the importance of grain exchanges and to give support to the endeavors, sponsored by the U.S., for the liberalization of European trade. Special emphasis was put on the desirability of returning trade to private hands and the president of the Genoa Association of Cereals and Oilseeds, Rino Molinari, was authorized to dispatch telegrams to the responsible ministries in Rome urging this course of action.

FINNISH WHEAT IMPORTS LISTED

An announcement by the Bank of Finland indicates that the total of wheat imported into the country during 1949 amounted to 151,621 tons, compared with 109,458 tons in 1948 and 91,787 tons in 1947. The greater proportion of the 1949 supplies came from Russia, the balance coming from Argentina.

Finland is now a buyer of wheat on the world's markets because of the failure to come to terms with Russia. Since Russian influence in Finland is large, following the war, observers suggest that the Soviet could, if it wished, compel the Finns to take their wheat at any price. Failure to make a deal suggests that the Russians have not got any wheat to spare, a fact which would give the lie to their claims to have achieved a record harvest in 1949.

Finnish rye imports dropped from 125,854 tons reported in 1948 to 6,000 tons in 1949. In 1947 rye imports totaled nearly 174,000 tons.

GERMAN-PAKISTAN WHEAT DEAL ROCKING

The Germans are experiencing difficulty in implementing their recent wheat deal with Pakistan involving a total of 250,000 tons at a cost equivalent to $21 million. The Pakistan authorities originally stipulated that the old crop surplus must be cleared by June when the new harvest will be available. The threat that failing agreement on this point the wheat would be sold elsewhere was voiced.

More difficulties now revealed indicate that the prospects of the deal being finalized are slight. The Germans suggest that a small proportion of the wheat be accepted at once in order to form a basis for discussion on quality and conditions of delivery. This would allow the German importers an opportunity of assessing its value and judging its potential selling possibilities. The Pakistan authorities turned this proposal down and replied that it was to be all or nothing.

Subsequently, the German officials told the importers that if the wheat was allowed to come they would have to bear the risk. The importers were reluctant to accept these terms because of the sparsity of information available. They complain that the year of harvesting is not known while they are unable to assess the quality because of the refusal of Pakistan to supply samples.

Additionally, and most important of all, is the fact that the price is considered to be exorbitant.

—GRAIN IN THE STAFF OF LIFE—

FAVOR PRICE CONTROLS

TORONTO—The Canadian Institute of Public Opinion (Gallup Poll) reports that 59% of Canadian adults interviewed have expressed their approval of price controls for foodstuffs such as eggs, butter and meat. They were in favor of a floor for prices as well as a ceiling.

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More Milling, Trading Freedom May Result from British Vote

LONDON — The current state of political indecision in Britain resulting from the near tie between the two main parties—the Socialists and the Conservatives—and the almost total elimination of the center-of-the-road Liberal party may mean a complete turnabout in trade policy in Britain.

The Socialists incurred heavy losses at the general election and finished the fight with a bare majority of six seats over all other parties. This is insufficient to form a stable government, for political experts say a margin of 50 seats is the minimum requirement to allow control of the parliamentary machine.

Nevertheless, the Socialists have undertaken the constitutional duty of forming a government in order to allow the passage of necessary legislation. But thereafter observers forecast another election, either in June or in the fall.

State Control Rejected

By a majority vote, the British electorate has declared itself antagonistic to further experiments in nationalization and state control. The Socialists, in a record poll, obtained 13 million votes in favor of their planned economy and the maintenance of the "police" state. The other parties, opposing needless controls and state interference in trade and industry, polled 15 million votes. Of these, 2.5 million were cast for the Liberals, and although some members of this party are said to favor a mild form of socialism, they are against state interference in industry, a major feature of the Socialist election manifesto.

The grain and flour trades are vitally interested in the future set-up. At the next election the issue will be state control versus private enterprise subject to the limitations of the economic situation, and it will be untrammeled by other issues such as the claim of the Socialists to have maintained full employment—a situation for which they attempt to take all the credit, ignoring the bolstering of the British economy by U.S. aid under the Economic Cooperation Administration.

The effects of devaluation, staved off prior to the election, will be apparent in a matter of weeks, and economists expect that the cost of living will rise. Currently, plans for the nationalization of certain basic industries such as sugar have come to a full stop, and the Socialists will have to eliminate it from their program pending the country's decision at the next poll. The law nationalizing the steel industry is already on the statute book, but, under a qualifying clause, no steps can be taken to implement it until October. An election before then, which may give the Conservatives complete power, will enable the act to be repealed.

Nationalization Idea Fades

The possibility of the flour milling industry being nationalized has now receded further into the background because the government will not dare to bring forward any new proposals in face of the country's majority against the continuance of such schemes.

Prospects for the return of the import trade to private hands have much improved, and proposals made for control of the feed trade and the elimination of many traders will be finally abandoned. During the next few months, there will be a gradual turn to private trading, irrespective of the result of the next election. Already trade circles in London report that the Socialists, although publicly declaring themselves against the abandonment of bulk buying, are holding private discussions with representative grain trade associations with a view to the abolition of state buying and retention of only modified government control as dictated by the prevailing shortage of foreign currency.

Chances of reopening the London and Liverpool grain markets are also much improved following a recommendation to that effect by a parliamentary committee with a large Socialist majority.

More Freedom for Millers

Millers may also be allowed greater freedom in choosing their own grists in accordance with customer requirements, and permission may be given for lowering the extraction rate from the current 85% to 80% in order to meet the demand for a better quality loaf.

Some concessions may be allowed in order to propitiate the electors and induce them to accept a mild form of socialism, as opposed to the extremist sort which involves the nationalization of all the means of production and distribution. In this policy, however, the Socialists may meet internal dissension because certain members of the government are against watering down the program and wish to go to the country with proposals for continued and unadulterated socialism. The present mood of the electorate indicates that they will receive little sympathy for these proposals.

The future course of events depends primarily upon the plans for holding another election. Both major parties will attempt to raise issues which will place them in the best possible light. If it is decided to go to the country in midsummer, few new developments can be expected and political pollsters favor the Conservative chances of victory in the light of present circumstances.

Labor Unrest Predicted

One immediate development, however, will cause difficulties for the government and may have repercussions in many industries, including the flour and baking trades. The Trades Union Congress, the central body with which most labor unions are affiliated, has supported the government's policy of a wage freeze in order to prevent inflation. Many unions, including that to which most flour mill operatives belong, have had wage claims rejected on grounds they would be detrimental to socialist policy.

However, many unions are reported not prepared to wait any longer and are actively demanding wage increases to compensate for the rising cost of living both now and in the future, when the full effects of devaluation are apparent. Already, there is talk of labor unrest and a possibility of strike action in some industries, although no statement has been issued concerning the attitude of milling union officials. Bakers employed by 900 cooperative societies have already formulated demands and are pressing for an increase.

The British government as at present constituted is powerless to make effective decisions since it risks defeat in the event some of its supporters are absent from the House of Commons. While defeat on minor matters would not necessarily involve the fall of the government, a major setback would mean immediate dissolution and the holding of another election. A defeat might be experienced in the absence of ministers on business connected with the United Nations or ECA, thus depriving the government of their votes.

Some observers have suggested that the lack of supreme power may mean that Britain's participation in international affairs will not be as effective as present conditions require, the dictates of party politics taking preference over world problems. This fear is unlikely to be realized since Britain's future prosperity depends upon the settlement of such problems, and no politicians, be they Socialists or Conservatives, are likely to allow domestic matters to interfere with their duties in other spheres.

Fears have also been expressed concerning future Anglo-American relations since the lack of power may mean a timid approach to those unpopular measures required to ensure economic recovery. Again, this fear is groundless since both parties will work together on such matters and may be expected to do all that is necessary for recovery.

Nevertheless, a new government with a working majority is a major necessity if the plans for economic recovery, with American aid, are to be implemented. For this reason, it is expected that the election to determine the future position will not be long delayed.

SAFETY AWARD WINNERS—The Kansas City branch of the Chase Bag Co. was honored recently by the Liberty Mutual Life Insurance Co., when the latter presented its safety award flag to W. J. Muller, manager of the Chase Kansas City plant. Selection of the plant as recipient of the award was based on several outstanding accomplishments, including the plant record of more than one-half million man-hours without a day of lost time. Shown with the safety flag are, from left to right: W. N. Markham, district manager, Liberty Mutual Life Insurance Co.; Harry Smith, employee representative on the safety committee; J. W. West, Liberty Mutual Life Insurance Co.; W. J. Muller, manager of the Chase plant, Kansas City; W. N. Brock, assistant general sales manager, Chase Bag Co., Chicago; Mrs. E. E. Ervin, personnel department, Chase Bag Co., Kansas City; C. F. Griswold, safety director, Chase Bag Co.; John A. Book, plant superintendent, and Orin B. Dalaba, safety engineer, Liberty Mutual Life Insurance Co.

TWO FORMULA FEED UNITS SET UP BY GENERAL MILLS

MINNEAPOLIS — General Mills, Inc., has announced that two formula feed divisions will be created out of the central feed division effective June 1 to pave the way for increased merchandising and promotional services to dealers.

The south central division, with headquarters at Kansas City, will have P. M. Waters as divisional sales manager. It will cover roughly the territory now supplied by the Kansas City feed mill.

Warren Plummer will be divisional sales manager of the north central division with headquarters at Minneapolis. Its territory will generally embrace the area for which feeds are supplied from the Minneapolis mill.

C. B. Anderson, director of formula feeds, said the move recognizes the "vast potentials and geographical area in the central division as now constituted." He said the new arrangement will make for closer supervision of expanded sales and promotional activities.

GRAND OPENING PLANNED FOR NEW PURINA MILL

BLOOMINGTON, ILL.—The Ralston Purina Co., St. Louis, has announced that the grand opening of the new Purina mill at Bloomington will be held April 12.

Gov. Adlai Stevenson will cut the ribbon that officially starts the new mill. Guests will be escorted through the mill and elevator by guides who will explain the new services available to farmers in the area.

A barbecue will be served at noon, and guests will meet the governor, the Bloomington mayor, the company president and Illinois agriculture leaders.

FORMULA JUDGING—The judging of thousands of formulas in the Pillsbury Mills "Grand National Formula Hunt" for bakers was completed at the Dunwoody Baking School in Minneapolis Feb. 25. Shown above are four of the judges at work. Left to right, they are: W. E. Broeg, a bakery trade consultant and contributing editor of Bakers Helper; A. J. Vander Voort, head of the Dunwoody Baking School and technical editor of The American Baker; John C. Summers, director of Oklahoma A. & M. College school of baking, and Charles A. Glabau, director of the laboratory and experimental baking department for Bakers Weekly. Two judges not shown are Frank G. Jungwaelter, director of research and merchandising for the Associated Retail Bakers of America, and William Walmsley, principal of the baking school of the American Institute of Baking. The contest ended Feb. 15 and announcement of winners will be made soon. The contest, designed to draw out bakery product formulas of most use to the baking industry, offers more than $10,000 in cash and prizes to bakers and bakery employees all over the U.S. The prize winning formulas will be published in a book as a service to the baking industry, the company has announced.

INSURANCE EXPLAINED TO PENNSYLVANIA GROUP

PITTSBURGH—An afternoon business session and evening dinner was held March 14 at Teutonia Hall by the Retail Master Bakers Association of Western Pennsylvania. Gustav Maseizik, Pure Food Bakery, New Castle, president of the association, introduced as new members A. Provost, King Midas Flour Mills, and William Duttine, Duttine Egg Co.

The 150 members gave close attention as Frank J. Kelly of the Philadelphia office of Connecticut General Life Insurance Co., underwriters of the Pennsylvania Bakers Assn. group insurance plan for bakery owners and their employees, spoke.

"Low cost life, sick and accident insurance included in the plan and paid for by the employer is a great opportunity to establish good relationship with employees on a sound basis," Mr. Kelly stated as he outlined all features of the plan.

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Cable Address: "GILLESPIE," Sydney

LAKESIDE MILLING COMPANY, Ltd.
"BLOSSOM of CANADA" "YORK" "NORDIC"
Cable Address: LAKESIDE TORONTO, CANADA

Oldest Established Manufacturers of
JUTE and COTTON BAGS IN CANADA

THE CANADIAN BAG COMPANY LIMITED

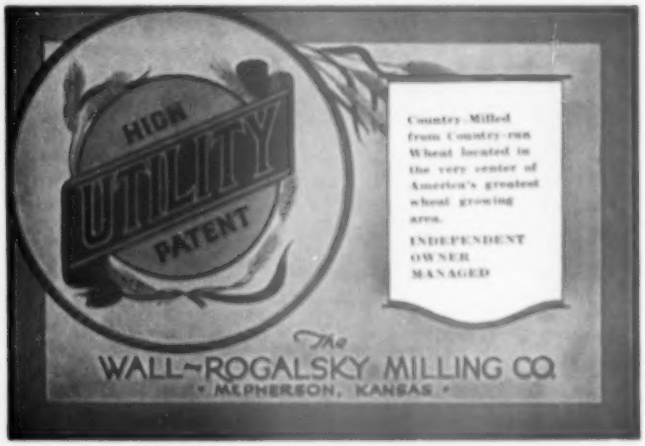
Head Office: MONTREAL, QUE.

Factories:
MONTREAL, QUE.
TORONTO, ONT.

IMPERIAL

THE sanitation and cleanliness program behind IMPERIAL and VELVET flours is one of the most thorough in the milling industry. It includes vacuum cleaning and a "push-button" system of spot fumigation of critical points in the mill. These are coupled with a rigid program of inspection and periodic general cleaning—all designed to do whatever is humanly possible to produce flours of outstanding purity.

The WALNUT CREEK MILLING CO. • GREAT BEND, KANSAS
T. H. SHERWOOD, Vice President and General Manager



All Grades
RYE FLOUR
1000 cwts. Flour—250 cwts. Meal
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

B. A. ECKHART MILLING CO. Chicago
MILLERS OF
WHEAT and RYE
FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

William Schnitzler Named President of Bakers' Union

MIAMI—William F. Schnitzler has been named president of the Bakery & Confectionery Workers International Union, succeeding Herman Winter, who retired. The change was announced by the general executive board of the union at the conclusion of its 49th session here.

The board unanimously selected Mr. Schnitzler, who had been serving as general secretary-treasurer for the office of president. In assuming that office, Mr. Schnitzler becomes the third president of the international union since the post was created in the 1941 convention of the organization.

James G. Cross, assistant general secretary-treasurer, was unanimously selected to fill the post of general secretary-treasurer left vacant through the advancement of Mr. Schnitzler to the presidency. Mr. Cross has served the international union in his duties as general executive board member, as A. F. of L. convention delegate and as assistant general secretary-treasurer.

Mr. Winter, now 65, served a half century in the labor movement and in the baking industry, culminating in his rising to the top position in his own organization and to a place on the executive council of the American Federation of Labor. In recognition of his service, the general executive board honored him with the title of "president emeritus" for life.

LOWER NET, HIGHER SALES REPORTED BY SHELLMAR

MOUNT VERNON, OHIO — Net earnings of Shellmar Products Corp. for the year ending Dec. 31, 1949, amounted to $1,705,659, equivalent to $3.95 a common share. This compares with 1948 earnings of $2,027,092, or $4.73 a common share.

Net sales in 1949 were $28,924,935, a slight increase over the $28,672,992 net sales reported for the previous year.

Total current assets as of Dec. 31, 1949, amounted to $7,662,747, including $2,586,822 cash. Current liabilities amounted to $1,967,932, leaving net working capital of $5,694,815.

During the year the company expended $829,714 for the purchase of fixed assets, as compared with $2,801,588 for the previous year.

In addition to the regular preferred dividend, $1.60 a share was paid on the common stock during 1949, and this quarterly rate of 40¢ is being maintained with the payment on April 1, 1950.

PRODUCTION ESTIMATED IN PRAIRIE PROVINCES

WINNIPEG—Wheat production in the provinces of Manitoba, Alberta and Saskatchewan in the 1949-50 crop year has been estimated at 341,340,200 bu. by the North-West Line Elevators Assn.

The estimate is based on government acreage figures and yields compiled from country points. The average yield computed was 12.9 bu. an acre. Production of other grains was estimated as follows: oats 191,877,200, barley 108,027,100, rye 8,750,400, flax 2,281,650.

American Ace
—A superior bread flour, milled in one of the West's very finest flour mills.
American Flours, Inc.
NEWTON, KANSAS

"Sweet Cream"
"Very Best"
Quality Flours
W. J. JENNISON CO.
MINNEAPOLIS, MINN.

ACME RYE
A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
Established 1874

DIXIE LILY
A flour without an equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

ALFALFA MEAL
Sun-Cured and Dehydrated
NATIONAL ALFALFA DEHYDRATING & MILLING CO.
Lamar, Colo. St. Louis, Mo.

WHITE WHEAT
Low Protein Cake and Cookie Flours
AMENDT MILLING CO.
Monroe, Mich.

For Better Bags—Better Buy Chase
CHASE BAG COMPANY
General Sales Offices, 309 W. Jackson Blvd.
Chicago 6, Illinois
Coast-to-Coast Bag Service

CARGILL
SPECIALISTS IN SERVING Agriculture

80 Years of Reliability
PILLSBURY'S BAKERY FLOURS

W. W. BLEECHER, PRESIDENT OF DULUTH BOARD, DIES

DULUTH—W. W. Bleecher, 63, president of the Duluth Board of Trade, died last week at his Duluth home after a brief illness.

Mr. Bleecher, who was manager of

W. W. Bleecher

the Hoover Grain Co., Duluth, had been named president of the board at the annual election early this year. He served previously as vice president of the board.

Mr. Bleecher came to Duluth from Minneapolis in 1914 to represent the Woodward-Newhouse Co. Since 1917, he had been associated with the Hoover company as manager of the Duluth office, and for the last several years he had served as treasurer of that firm. He was active on numerous board of trade committees and since 1938 served as a director.

A native of Sparta, Wis., Mr. Bleecher had been a Duluth resident for over 36 years. Survivors include his widow, Elsie; one daughter, Mrs. Kathryn Dygert, Minneapolis; one son, Robert W. Bleecher, Argyle, Minn.; three grandchildren and three sisters.

NEW FACILITIES PLANNED BY NATIONAL BISCUIT CO.

NEW YORK—The National Biscuit Co. spent $20,300,000 for new facilities during 1949 and it plans to invest an additional $18,000,000 during 1950, according to the recent report to stockholders by George H. Coppers, president.

Mr. Coppers listed the following major objects scheduled in 1950: New bread bakeries at Cleveland, Elmira, N.Y., and Rochester, N.Y.; a new cracker bakery at Portland, Ore.; an addition to the bread bakery at Newburgh, N.Y.; an additional "Triscuit" unit at Niagara Falls, N.Y., and a modernized and enlarged cracker bakery at Pittsburgh.

"Many of our plants have been or are being equipped with modern machinery and materials-handling devices, all designed to increase productivity and help bring our products to the consumer at a fair price," Mr. Coppers said.

E. L. O'CONNELL SPEAKS

SUPERIOR, WIS.—E. L. O'Connell, Helena, Mont., president of the Eddy Baking Co., which operates in Superior, was principal speaker at the monthly meeting of the Northwest Retail Food Dealers Assn. held in Superior. The Eddy firm was also host to the group at a lunch following the meeting. Mr. O'Connell predicted continued growth of the Superior trading area to the advantage of all retailers and industrial groups.

LARABEE PHONE NUMBERS

KANSAS CITY—Both local and long distance telephone numbers of the Larabee Flour Mills Co., Kansas City, will be changed effective April 1. The new local telephone number will be GRand 5636, and the LD numbers have not yet been assigned. Former local number of the company was VIctor 4370.

OFFICERS NAMED FOR UNITED JEWISH APPEAL

NEW YORK—As leaders in the bakers, flour and allied trades division of the United Jewish Appeal stepped up their campaign for industrywide mobilization on behalf of the 1950 campaign for overseas relief, rehabilitation and resettlement, a complete list of officers and committee members was released by Samuel R. Strisik, S. R. Strisik Co., division chairman.

The division's annual UJA dinner, highlight event of the campaign season, will be held May 9 at the Parquet Suite of the Hotel Waldorf-Astoria, Mr. Strisik said.

Newly named division vice chairmen include: William D. Bleier, Fabricon Products, Inc.; Emil Fink, Fink Baking Corp.; David Gould, Peter Pan Bake Shops; Morris Messing, Messing Bakeries, Inc., and Solomon J. Weinstein, Metropolitan Vegetable Oil Co., Inc.

Among the division co-chairman are: Samuel Galst, New Essential Cheese Cake Co.; Maurice Gertner of J. H. Blake; Leon Gronowitz of A. Gronowitz; David M. Levitt, Doughnut Corporation of America; David L. Messing, Messing Bakeries, Inc.; Harry Miller, Miller Bakeries, Inc., and Milton Tyor, Wheatality Bakery Corp.

Members of the executive committee include: Irving Burke, Burke Bakeries, Inc.; David Colemain, David Coleman, Inc.; Nathan Ehrlich, of Cake Bakers Union Local No. 61; Max Feit, Pechter Baking Co.; Samuel W. Field, Field's Baking Corp.; Morris Gross, Gross Bros. Flour Co.; Harris Horowitz, Cake Bakers Union Local No. 61; Samuel Kopet, Yum Yum Baking Co., Inc.; Max Kralstein, Bakery & Confectionery Workers International Union of America; Arthur E. Levy, Joe Lowe Corp., and Irving Lubetkin, Rockwell Bakery, Inc.; Frederick Margareten, Horowitz & Margareten; Leonard Miller, Miller Bakeries, Inc.; Earl Morse, Doughnut Corporation of America; Joseph Moskowitz, Moskowitz Flour Corp.; William Prince, Gottfried Baking Co.; Jack Streit, Aron Streit, Inc.; Jacob Vogel, Public Baking Co.; Jacob Walters, Specialty Bakery Owners of America; Paul Whitman; Saul H. Yeager, National Yeast Corp., and Leo Zeitlin, Eastern Flour Sales Co.

MINNESOTA ALLIED GROUP TO HEAR NEW WCCO STAR

MINNEAPOLIS — Stewart MacPherson, featured staff member of radio station WCCO, will be the guest speaker at the March 31 meeting of the Minnesota Allied Trades of the Baking Industry to be held at Charlie's Cafe Exceptionale here. Mr. MacPherson, who recently left the British Broadcasting Corp. to join WCCO, is featured on several local radio programs.

Plans for the May convention of the Associated Bakers of Minnesota will also be discussed at the meeting. Reports on the recently completed series of four regional meetings will be given.

SPECIAL MEETING HELD BY N.Y. FLOUR JOBBERS

NEW YORK—A special meeting of the flour jobbing members of the New York Association of Flour Distributors was held at Busto's Restaurant here March 23. The meeting was opened by Walter J. Stockman, Raymond F. Kilthau, president of the association and was under the direction of James A. Seligmann, Albert A. Seligmann & Co., chairman of the jobbers committee.

BELGIUM ORDERS PAPER BAGS FOR POULTRY FEED

BRUSSELS—The Belgian Ministry of Agriculture, through a regent's decree, has ordered that all poultry feeds consumed within the country be packed in new paper shipping sacks.

The order, the government said, is aimed at preventing the appearance and spread of Newcastle disease.

Previously, it was pointed out, the ministry recommended that paper bags be used for cattle feed.

DISCUSS WEEVIL PROBLEM AT HUTCHINSON MEETING

HUTCHINSON, KANSAS — Mills of this vicinity were represented recently at a round table discussion of wheat varieties and weevil infestation conducted by Jess Smith of the Kansas Wheat Improvement Assn.

Ideas for improving wheat and for dealing with the growing weevil problem were discussed.

LOWER NET REPORTED BY WOODS MANUFACTURING CO.

MONTREAL—A net profit of $23,819, equal to 37¢ a common share, was reported for 1949 by Woods Mfg. Co., Ltd., compared with $201,077, or $3.11 a share in 1948. Working capital increased to $2,135,234 from $2,111,904.

Harold Crabtree, chairman, stated the drop in earnings reflects the difficulties encountered during the year, particularly in the bag and clothing divisions.

"In the bag business, operations at St. Lambert, Que., were badly dislocated through labor troubles both in the plants of customers and later, for a period of about two months, in the company's plant," Mr. Crabtree said. "The low demand for bags from the flour and feed mills was reflected in company's operations. The situation arose from the difficulties which the flour mills are encountering in their export business."

The jute bag business presented a special problem and reflects the relationship that exists between India and Pakistan, he pointed out. As a result of this situation serious shortages of burlap developed and prices became unstable and rose to a high level.

AOM GROUP IN BUFFALO HOLDS SPRING MEETING

BUFFALO—A flour mill sanitation program for Canadian mills was discussed in detail by Dr. H. E. Gray at the spring meeting of District 8, Association of Operative Millers, held at Hotel Markeen March 25. Dr. Gray is entomologist in charge of stored product insect investigations, Dominion Department of Agriculture.

The entomologist said that the Canadian government intends to start an inspection program in Canada similar to that being conducted by the Food and Drug Administration of the Federal Security Agency.

He discussed the results of a survey made by his department of the flour mills in Canada and pointed to the need of adopting a uniform program for all Canada's flour mills. He said that the results of the survey show that the larger mills "do a better job of housekeeping generally" than do the small mills.

In the course of his discussion, Dr. Gray reviewed the problem of insect control and emphasized the need for 100% control.

Other speakers on the program included H. E. Rountree, Allis-Chalmers Mfg. Co., Buffalo, who reviewed the development of vocational training for younger employees in the milling industry; Dr. R. C. Sherwood, director of research, Sterwin Chemicals, Inc., New York, who discussed the use of ammonium persulfate as a flour maturing agent, and Paul L. Dittemore, technical editor of The Northwestern Miller, who presented an analysis of present flour milling capacity and production.

Dr. Sherwood, in his address, presented laboratory research data to show the satisfactory performance of ammonium persulfate as compared with nitrogen trichloride. He said that the data will be presented during the bread standards hearings which will be held some time this spring. The majority of the questions during the open forum session which followed the program were directed to Dr. Sherwood.

The meeting closed with a banquet and entertainment program held during the evening. The entertainment program, consisting of several professional vaudeville acts, was presented through the courtesy of a group of allied trades representatives. Frank Ward, Inc., Buffalo, was master of ceremonies.

Martin Vanderheiden, George Urban Milling Co., Buffalo, chairman of District 8, presided at the meeting during the day.

IRISH TAKE OVER FEED MEETING AT CHICAGO

CHICAGO—The Irish took possession of the Chicago Feed Club at its dinner meeting the evening of March 17.

When tickets for the dinner were purchased, all were presented with a shamrock, and prior to the serving of corned beef and cabbage, Mary Kay entertained with her accordion, singing and playing Irish tunes. Following the dinner, Dave Malcolm featured a number of Irish stories between his tap dancing numbers.

Two resident and one non-resident members were voted in, and plans for the first golf party, to be held at Olympia Fields Country Club June 27, were announced.

Harris T. Lyon, Allied Mills, Inc., president, had charge of the meeting.

MOSTLY PERSONAL

Harry R. McMartin, Chicago territory and export manager of King Midas Flour Mills, and **Mrs. McMartin** left this week for a three-week vacation at Fort Lauderdale, Fla.

●

Earl B. Smith, vice president and director of traffic for General Mills Inc., spoke at a recent Minneapolis Rotary Club luncheon on "Our National Transportation Problem and Its Solution." Among the guests at the meeting were **Harry A. Bullis,** General Mills board chairman; **G. A. MacNamara,** president, and **W. W. Kramer,** general traffic manager of the Minneapolis, St. Paul & Sault Ste. Marie Railroad.

●

A. J. Oberg, eastern sales manager, and **Otto Wilke,** general superintendent, King Midas Flour Mills, Minneapolis, were recent visitors at the New York offices of the mill.

●

Mrs. David Wilson, wife of the manager of the durum department in New York for King Midas Flour Mills, left by air March 22 to spend several weeks with her family in California.

●

P. H. Lawson, general superintendent, Kansas Flour Mills Co., Kansas City, has made rapid recovery from a serious operation performed Feb. 27. He remained in the hospital for two weeks following the surgery.

●

L. A. Mackenroth, vice president and general sales manager, bulk department, Standard Milling Co., Chicago, and **Mrs. Mackenroth,** are vacationing at Fort Meyer, Fla.

●

A. E. Fairney, eastern sales manager, Commander-Larabee Milling Co., Minneapolis, visited the New York trade last week.

●

Paul M. Petersen, general manager, durum division, International Milling Co., Minneapolis, arrived in New York last week to spend several days and attend a regional macaroni group meeting.

●

A. L. Gilster, president, Gilster Milling Co., Chester, Ill., and **Mrs. Gilster** have returned from a late winter vacation in Hollywood, Fla.

●

Robert T. Beatty, former northwestern editor of The Northwestern Miller, has moved into a new home in Winter Park, Fla. His new address is 240 Brewer Ave.

●

M. A. Shaw, who has been sales supervisor, overseas division, Pillsbury Mills, Inc., New York, flew to Haiti last week to assume his new duties as general agent for the mill at Port au Prince. His family will follow by boat.

●

Raymond F. Kilthau, New York flour broker, and **Mrs. Kilthau,** have returned from a month's vacation in Miami Beach.

●

L. E. Bowman, Chicago representative for Eagle Roller Mill Co., New Ulm, Minn., is vacationing for a few weeks in Florida.

●

The story of the Bakers Club of Chicago was told recently over radio station WAIT, Chicago, by **Louise K. Buell,** club manager. In an interview conducted by **Maury Harris** of "Back Stage with Maury," Miss Buell pointed out that the club is one of the largest industry clubs in the country, and she explained the group's purposes.

●

Paul S. Gerot, president, grocery products division, Pillsbury Mills, Inc., Minneapolis, made his headquarters at the mills' New York offices during last week.

●

Charles M. Schwartz, publicity director of Fuchs Baking Co., South Miami, has been named a vice president of the Advertising Club of Greater Miami. **Jodean P. Cash,** executive vice president and general manager of Fuchs Baking Co., has been elected to the directorship of the South Miami Chamber of Commerce, to fill the vacancy caused by the death of Charles T. Fuchs.

●

Frank Tully, buying agent, Atlantic & Pacific Tea Co., Minneapolis, and **Mrs. Tully** are vacationing at Miami Beach. Their son, **James,** will arrive April 1 on his spring vacation from Breck Military Academy.

●

C. D. Sanderson, district manager, bakery products sales, Pittsburgh, for Pillsbury Mills, Inc., was in Sylvania, Ohio, last week, attending the funeral of his mother.

●

Allen Ziegler, West Coast Supply Co., Los Angeles, has been elected a director of the National Shippers Cooperative Assn. Mr. Ziegler is also a director of the National Bakers Supply House Assn.

●

Albert Rushton, Kokomo, Ind., has been named supervisor of the new branch of Omar Bakeries opened at Marion, Ind. Some of the operations that were conducted in Kokomo have been shifted to Marion.

●

Lowry H. Crites, administrative assistant and comptroller, advertising department, General Mills, Inc., Minneapolis, has been elected to the board of directors of the Advertising Research Foundation.

●

Fred L. Cobb, president, Cobb's Sunlit Bakery, Green Bay, Wis., spoke on "Safety Is Never a Joke" at the final session of the 1950 Wausau (Wis.) Safety School.

●

Frank Cross, traffic manager for the southwestern division of General Mills, Inc., Oklahoma City, is enjoying deep sea fishing at Galveston.

●

The "Kleen-Maid" basketball team, representing the Altstadt & Langlas Baking Co., Waterloo, Iowa, winner of the YMCA-sponsored industrial basketball league, entertained the Waterloo Corrugated Box basketball team, runner-up of the league, at a steak dinner and social evening March 13 at the Hotel Russell Lamson, Waterloo. About 30 persons were present. The guest speaker was **Harry Craft,** a past baseball player with the Cincinnati Reds. This is the second championship won in the last three years by the "Kleen-Maid" basketball team, the first being won in 1948. Officials of the baking company who attended the dinner included **Charles E. Forsberg,** president; **R. L. Langlas,** advertising manager; **Harold J. Miller,** secretary and treasurer, and **W. H. Langlas,** vice president.

●

J. C. Mitchell, executive vice president, Tex-O-Kan Flour Mills Co., Dallas, was a visitor in Kansas City March 24.

●

C. N. Hiebert, L. E. Regier, Charles Roussel and **Herbert H. Regier** of the Buhler (Kansas) Mill & Elevator Co. conferred in Kansas City recently with **Milton Buhler,** manager of the mill's southeastern office at Memphis.

●

E. D. Russell, sales manager for the William Kelly Milling Co., Hutchinson, Kansas, left for a visit with connections in the central states shortly after the return of **P. H. Baum,** vice president and director of sales, from a short trip to the eastern seaboard.

●

Frank D. Allen, sales manager, the Wolf Co., Chambersburg, Pa., attended the meeting of District 8, Association of Operative Millers, held March 25 in Buffalo. Mr. Allen maintains his headquarters at Kansas City.

●

Prof. John M. MacKenzie, in charge of the flour mill engineering course, University of Minnesota, spent the past week in the East, calling on manufacturers of flour milling machinery and equipment. A pilot mill is being planned for installation at the University to be used as a laboratory for the students enrolled in the mill engineering course.

MANUFACTURERS HONORED—One of the features of the joint meeting of Districts 1 and 2 of the Association of Operative Millers, held at Kansas State College, Manhattan, March 10-11 was a luncheon honoring machinery manufacturers who had cooperated with the modernization program of the college mill. Shown in the picture on the left are Frank J. Allen, The Wolf Company, Chambersburg, Pa.; R. B. Dodds, Entoleter division, Safety Car Heating & Lighting Co., Inc., New Haven, Conn., and E. J. Cecka, S. Howes Co., Inc., Silver Creek, N.Y. The man with his back to the camera is not identified. The picture in the center includes those seated at the head table during the luncheon. From left to right, they are Elmer W. Reed, Flour Mills of America, Inc., Kansas City; Clyde B. Davison, Canadian Wheat Board, Winnipeg, who was Mr. Reed's guest; Milton S. Eisenhower, president of the college; John W. Cain, Midland Flour Mills Co., Kansas City, chairman of the milling school's advisory council, and Dr. J. A. Shellenberger, head of the milling school. The picture on the right was taken in the school's pilot bakery during the Open House and shows two students panning bread doughs. The man in the back is W. J. Strang, Wallace & Tiernan Co., Inc., Kansas City.

A. F. Pillsbury Will Provides for Arts Group, Charities

MINNEAPOLIS—Charitable, cultural and religious institutions and medical research will share in the estate of the late Alfred F. Pillsbury, a director of Pillsbury Mills, Inc., Minneapolis.

Mr. Pillsbury, a Minneapolis civic and cultural leader, provided for the various institutions in his will. He died March 12 at 80.

The will provides for bequests to the Minneapolis Foundation, the Minneapolis Society of Fine Arts, the First Universalist Society of Minneapolis and the Greater University Fund of the University of Minnesota. The fine arts society operates the Minneapolis Art Institute.

Income for Charities

Just prior to his death, Mr. Pillsbury created a trust fund of about $200,000 for administration by the Minneapolis Foundation as a memorial to his wife, Mrs. Eleanor Field Pillsbury, who died in 1946. Income from this memorial is to be applied to activities of the Community Chest and other charitable organizations.

To the Minneapolis Society of Fine Arts, of which Mr. Pillsbury was president 13 years, he bequeathed his collection of Chinese jades and bronzes, considered among the best such collections in the world and valued at approximately $1,000,000.

In addition, the Minneapolis Society of Fine Arts may select for its use any books, paintings, sculptures or other personal property from his home.

Mr. Pillsbury's will provides for a $10,000 cash bequest to the First Universalist Society of Minneapolis, Church of the Redeemer, of which he was a member and president emeritus at his death. He previously had given $50,000 to the society's building fund.

Cancer Research

Jewelry valued at approximately $100,000 is bequeathed the Greater University fund of the University of Minnesota for cancer research. Principal realized from sale of the jewelry will be held intact in perpetuity, and income will be devoted to research.

This bequest, in memory of his wife, Eleanor, was designated by Mr. Pillsbury as the Gretchen Field Pillsbury memorial. Gretchen was the name he preferred to call her.

Mr. Pillsbury's will also provides bequests for numerous long-time business and household associates.

The remainder of the estate, after other bequests and taxes, will be in trust for the families of three nephews, Richard P. Gale; John P. Snyder, Jr., director of flour mill manufacturing, Pillsbury Mills, and Philip W. Pillsbury, president of Pillsbury Mills.

—BREAD IS THE STAFF OF LIFE—

BAKERS CLUB PLANS FIRST GOLF OUTING

NEW YORK—The season's first golf party of the Bakers Club, Inc., will be held April 18 at the Garden City (L.I.) Country Club, through the courtesy of J. H. Blake, R. W. Broadwell, E. B. Nicolait and H. J. Scholes.

The other dates on the schedule are May 9 at Baltusrol Golf Club, June 13 at Knollwood Country Club, July 11 at Winged Foot Golf Club, Aug. 9 at Ridgewood, Sept. 26 at Hackensack and Oct. 26 at the North Hills Country Club.

The Philadelphia Bakers Club outing, in which eastern bakers' clubs compete for the "Lee Marshall Cup II," will be held at the Monmouth Hotel in Spring Lake, N.J., this year, instead of Wernersville, Pa., and the tournament will be played at the Manasquan Country Club.

—BREAD IS THE STAFF OF LIFE—

FOUR OUTINGS PLANNED BY PITTSBURGH CLUB

PITTSBURGH—The Bakers Courtesy Club of Pittsburgh will attend a golf party and outing of the Johnstown Bakers Club at the Sunnehanna Country Club in Johnstown June 27, it has been announced by E. J. Bermel, Eagle Roller Mill Co., president of the Pittsburgh group.

Other social events planned for the coming season were announced, including: May 12, golf outing at Shannopin Country Club, with C. D. Sanderson, Pillsbury Mills, Inc., chairman; July 24, golf outing at Churchill Valley Country Club, with James F. Sherry, Russell-Miller Milling Co., chairman, and Sept. 12, golf outing at South Hills Country Club, with J. P. Lloyd, Jr., J. P. Lloyd Co., chairman.

—BREAD IS THE STAFF OF LIFE—

CARGILL CONSOLIDATES ALL GRAIN OPERATIONS

MINNEAPOLIS—Cargill, Inc., has announced the consolidation of all its grain activities into a single grain division, to become effective June 1.

L. L. Crosby, vice president in charge of the company's country division, will become a member of the Cargill executive staff where he and R. C. Woodworth will jointly conduct the company's public relations. Mr. Crosby will also make use of his experience with his former division by acting in an advisory capacity on all of the company's grain activities in the areas of grain production.

The activities of the country division will be assigned to the Minneapolis regional office of the grain division, with R. B. Parrott as manager.

—BREAD IS THE STAFF OF LIFE—

D. E. McCASKILL JOINS DOBRY SELLING FORCE

YUKON, OKLA.—D. E. McCaskill has been named Arkansas family flour sales representative for Dobry Flour Mills, Inc., Yukon, Okla., it was announced last week by George Huggins, general sales manager. Mr. McCaskill, a resident of Earle, Ark., formerly was associated with the International Milling Co., and more recently with Emco Mills of Earle.

—BREAD IS THE STAFF OF LIFE—

VITAMIN A ACETATE BY HOFFMANN-La ROCHE, INC.

NUTLEY, N.J.—Synthetic vitamin A acetate in corn oil, and having a potency of 1,000,000 USP units a gram, is now commercially available from Hoffmann-La Roche, Inc. The company announced this is the second commercial form of synthetic vitamin A to be announced recently. It was also stated that the company anticipates that synthetic vitamin A palmitate will be preferred for most manufacturing use, it is believed that the second form of the synthetic vitamin should be available for any products in which it might show to advantage.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	...@...	...@...	[illegible]
Spring top patent	[illegible]	...@...	...@...	...@...	...@...
Spring high gluten	...@...	[illegible]	...@...	...@...	[illegible]
Spring short	...@...	[illegible]	...@...	[illegible]	...@...
Spring standard	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Hard winter family	...@...	...@...	[illegible]	[illegible]	...@...
Hard winter short	[illegible]	...@...	[illegible]	[illegible]	...@...
Hard winter standard	[illegible]	...@...	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	...@...	[illegible]	[illegible]	[illegible]
Soft winter family	...@...	...@...	...@...	[illegible]	...@...
Soft winter short patent	[illegible]	...@...	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	...@...	...@...	...@...	...@...
Soft winter straight	...@...	...@...	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	...@...	...@...	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Durum, gran., bulk	...@...	...@...	...@...	[illegible]	...@...

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	...@...	[illegible]	...@...
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Spring short	...@...	[illegible]	[illegible]	[illegible]	...@...
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Soft winter family	...@...	...@...	[illegible]	...@...	...@...
Soft winter straight	[illegible]	...@...	[illegible]	...@...	...@...
Soft winter standard	...@...	[illegible]	...@...	...@...	...@...
Rye flour, white	[illegible]	[illegible]	...@...	[illegible]	...@...
Rye flour, dark	...@...	...@...	...@...	[illegible]	...@...
Semolina, standard	[illegible]	...@...	...@...	[illegible]	...@...

	Seattle	Los Angeles
Family patent	[illegible]	...@...
Bluestem	[illegible]	...@...
Bakery grades	[illegible]	...@...
Pastry	[illegible]	...@...

	Toronto	*Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	...@...	...@...
Spring exports‡	[illegible]	...@...
Ontario soft winters	[illegible]	...@...
Ontario exports‡	[illegible]	...@...

*In cottons, Fort William basis. ‡100 lb. cottons.

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	...@...	...@...	...@...
Hard winter bran	...@...	...@...	[illegible]	...@...	...@...
Soft winter bran	...@...	...@...	...@...	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	...@...	...@...	...@...
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	...@...	...@...	...@...

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Standard midds.*	[illegible]	[illegible]	...@...	[illegible]	...@...
Flour midds.†	[illegible]	...@...	[illegible]	[illegible]	...@...
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	...@...

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	...@...

*Brown shorts. †Gray shorts. ‡Fort William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S., as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on March 18, and corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]				[illegible]					
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat			[illegible]				[illegible]			
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]		[illegible]		[illegible]					
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]	[illegible]	[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]						
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]							[illegible]	
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept	Chicago Mar	Chicago May	Chicago July	Chicago Sept	Kansas City Mar	Kansas City May	Kansas City July	Kansas City Sept
Mar. 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 21	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 22	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 23	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 24	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]
Mar. 25	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]

	CORN Chicago Mar	CORN Chicago May	RYE Chicago May	RYE Chicago July	RYE Winnipeg May	RYE Winnipeg July	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago Mar	OATS Chicago May	OATS Minneapolis Mar	OATS Minneapolis July
Mar. 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 21	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 22	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 23	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 24	....	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]
Mar. 25	....	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]

Procurement of Soybeans for Germany Gets ECA Go-Ahead

WASHINGTON—The green light to proceed on the procurement of 2.5 million bushels of soybeans for Germany was flashed last week to Commodity Credit Corp. by Economic Cooperation Administration officials. This procurement authorization, originally issued early in February for approximately $5.75 million, was held up pending a reexamination of fats and oils supply conditions within Germany and in sterling area sources.

Originally it was expected that Germany would need about 6 million bushels of soybeans from the U.S. this year, but that demand was cut to 5 million bushels. Now it is estimated that this reinstated authorization for 2.5 million bushels will be the maximum amount to be exported to Germany for the balance of this fiscal year.

The remaining fats and oils requirements of Germany for that period will probably be filled through exports of lard and cottonseed oil, it is forecast.

Government officials were greatly disturbed this week with the run-up in soybean prices and are reviewing the price situation in fats and oils. It is now indicated that ECA may ask USDA to reconsider its surplus supply rulings and permit the ECA to go off shore to buy copra from the Philippines for raw material requirements for Austria, Norway and other areas where crushing machinery is not modernized.

Although ECA is disturbed by the zooming soybean prices, it is expected that it will continue to authorize bean procurement for Germany. However, the market advance is certain to slow down USDA purchasing activities for this account.

To Move Cautiously

According to ECA officials, the soybean procurement will be made cautiously as the demand is not urgent and USDA officials are showing concern over the effect of currently high soybean prices on acreage of the 1950 crop. As corn acreage allotment restrictions become known in the commercial Corn Belt, it has been predicted, soybean acreage will be substantially increased. A high soybean price would stimulate this condition, government officials say.

The reinstatement of the German soybean procurement has been taken at the initiative of ECA officials here, it is reported. The availability of other fats and oils materials here has been considered, but the procurement of beans was approved to meet raw material needs of the German crushing industry.

The first procurement will consist of one cargo. There are indications that USDA purchases will be made in the soft spots of the bean market.

Completion of the German requirement, it appears, can be filled from CCC stocks after May 31, 1950, unless producers take substantial amounts of beans from the loan program, which closed Jan. 31. At that time, CCC reported soybean loans as follows: farm stored, 4,496,620 bu.; warehouse stored, 5,814,369 bu., purchase agreements, 4,675,719 bu.—making a total of 14,986,708 bu.

The extent of defaults on these loans will govern the quantity of beans CCC will have to meet the balance of German import requirements. High market prices are likely to draw heavily on beans under the purchase agreement option, and there is no accurate information on the disposal by producers of commodities which are covered under this procedure.

Extent of Defaults

An indication of the extent of producer defaults on soybean loans is found in the market price in relation to the price support level plus accrued charges. The 90% price support level for 1949 crop soybeans is $2.12 bu. In addition, the government agreed to pay the producer 7¢ bu. for beans held in farm storage. To be eligible for price support, soybeans of the 1949 crop had to grade U.S. 4 or better of not more than 14% moisture. A premium of 1¢ bu. was applicable to the green and yellow varieties while black, brown and mixed discounted 19¢ bu.

At the close of the availability of loans Jan. 31, the official report indicated that CCC has potentially a sufficient supply of beans to meet export needs after May 31, 1950, for the balance of the fiscal year. For this reason it seems that one cargo of beans will be the maximum procurement until defaults under the loan are seen.

When the procurement authorization was first announced, the ECA drew up rigid specifications for beans for Germany, but subsequently it changed them to regular standards since it was found that the tighter specifications would only be met at premiums considerably higher than the market.

—BREAD IN THE STAFF OF LIFE—

FREDERIC T. DINES BUYS INTEREST IN GRAIN FIRM

AMARILLO, TEXAS—Frederic T. Dines, long associated with wheat improvement work in Oklahoma and Texas, and who for the past four years has been agricultural agent for the Tex-O-Kan Flour Mills Co., has announced his resignation from that position. The resignation was effective March 1.

Mr. Dines has bought an interest in the Catching Grain Co., Crosbyton, Texas, and has moved his family to Crosbyton. The company will be known in the future as the Catching-Dines Grain Co.

Mr. Dines is the author of numerous scientific and popularized wheat bulletins and is generally credited with being one of the originators of the system of variety identification of hard winter wheats by the kernel characteristics, which is now in widespread use throughout the Southwest. He recently has been in charge of the 1,000-acre wheat demonstration farm at Bushland, Texas, near Amarillo. He also supervised six portable wheat cleaners operated by the Tex-O-Kan company in the Texas panhandle. He has done crop reporting work, as well as numerous other duties in addition to his wheat variety work.

Frederic T. Dines

More-Flour Bread

(Continued from page 1)

The significant thing about the Coover idea is that it is another sign of private initiative's ability to explore new avenues of approach to existing problems. It indicates an awakening interest in the problem of disposing of our wheat surpluses. Each slight gain will lead others to attempt further experiments.

A Simple Idea

Mr. Coover's idea is a simple one. Sparked by a taste memory, possibly the most impelling factor in the sales of food products, Mr. Coover has tried to recapture the type of bread he remembers eating as a youth. He has by-passed the chemists' laboratories and the technician's control towers and asked only that more flour be put into a loaf of bread.

The advent of the more-flour bread comes at an auspicious time when Congress has been viewing the baking industry with a critical eye. This criticism has been directed at the alleged substitution of synthetic products for those of the farm by the baking industry. A Senate Agriculture Subcommittee, under the chairmanship of Sen. Guy Gillette (D., Iowa) has already closely questioned baking industry leaders on their manufacturing practices and their profits. Other congressional leaders, particularly those from the wheat-producing states, sensing a ground swell of criticism of the farm price support programs from urban areas, are looking for a weapon to strike back and may be ready for an all out attack on the processing industries which use agricultural commodities.

One baking industry leader after examining the Coover formula noted the percentage reduction of shortening, dried milk and sugar in the individual loaves made from the Coover mix and expressed concern that a broad use of the Coover formula might provoke criticism from the shortening and dried milk industries, since the Coover plan indicated a reduction in the use of these farm products.

Controversy Provoked

Even if the Coover plan never expands beyond the borders of the state of Kansas it has the great virtue of provoking controversy which will lead others to try and try again to make a better loaf of bread. It also seems possible that the solution of the national farm program does not lie in congressional tinkering but the law of supply and demand but in the ingenuity and initiative of private enterprise in searching for broader markets and profits.

Business men in the food processing and agricultural distribution field see peril in the cure-alls of the farm price supporters to a point where they let their fears cloud their better judgments. There is reason to hope for a better day when consideration is given to such experiments as Mr. Coover's and the frozen citrus concentrate promotion, which saved the Florida citrus industry from the paralyzing effects of a federal price support program for that crop. Mr. Coover is pointing the way and inviting others to test their wits on one of the many national problems, the cures of which are too exclusively seen as legislative.

To the great credit of Mr. Coover he appears to have focussed the interest of a broad segment of the public and the baking industry on the use of wheat flour. He is a wheat farmer interested essentially in finding broader markets for that commodity. If his simple suggestion of using more flour in bread succeeds it is possible that the name Coover may become more widely and favorably known to wheat markets than those of Jim Patten and Leiter, of wheat corner fame.

DEATHS

Albert H. Rancke, 63, vice president and eastern sales representative of the Petersen Oven Co., died in Lebanon Hospital, New York, March 23. He had gone to Florida to recuperate from an operation and was considered improving when a turn for the worse forced his return to New York. Mr. Rancke was very active in baking and allied circles and in the Bakers Club, Inc. He had been with the Petersen company for many years and during the war was on leave of absence to work with the government.

J. H. ("Duke") Avener, sales manager of the Roman Meal Co., Chicago, died March 25. Funeral services were held March 27 at Hammond, La. Mr. Avener was previously connected with the Doughnut Corporation of America. He was a well-known member of the Bakers Club of Chicago.

Alphonso Giola, 69, pioneer Rochester, N.Y., macaroni manufacturer, died March 22 after an illness of about four weeks. He was a former president of the National Macaroni Manufacturers Assn. and was well known in industry circles.

William C. Essmueller, 73, chairman of the board, The Essmueller Co., St. Louis, died March 23. Before being named board chairman last year, Mr. Essmueller was president for many years. Details on page 10.

Mrs. Laura Werner, 83, Minneapolis, mother of **S. O. Werner,** Chicago manager, The Northwestern Miller, died recently. Survivors in addition to S. O. Werner include two sons and two daughters.

Stephen Charles Hudson, for the past 35 years engineer for the Wichita (Kansas) Flour Mills Co., died at his home in Wichita March 22. He is survived by his widow, two daughters and a son.

W. W. Bleecher, 63, president of the Duluth Board of Trade and manager of the Hoover Grain Co. at Duluth, died recently after a brief illness. Details on page 29.

—BREAD IN THE STAFF OF LIFE—

TO BUILD ELEVATOR

CANTON, KANSAS—Myron Fisher, manager of the Canton Elevator Co., Inc., has announced plans to erect a new $100,000 grain elevator.

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City—Sales of flour by mills in the Southwest expanded last week due to the round lot buying by several chain and independent bakers, broader p.d.s. purchases, and sales to the Army Quartermaster and to Italy. Sales averaged 71% of a six-day week capacity, compared with 46% the previous week and 40% a year ago. About 20% of the week's business was for export.

The strong advance of wheat costs last week served only to turn more buyers of flour to a price-date-of-shipment basis. The rise in wheat prices was due to daily increases in the May future and 1¢ bu. a day boosts in the cash basis.

The only concentrated flour buying accomplished in the Southwest last week was the purchase of 200,000 sacks of hard wheat bakery flour by an eastern chain to fill April requirements. A few independent bakers booked nearby requirements, one lot aggregating 50,000 sacks. The principal chain grocers booked either small lots for immediate shipment or p.d.s. last week.

Family flour prices also were stronger, and business is rather limited. Advances of as much as 10¢ sack were taken. Clears values held rather firm in spite of some weakness at mid-week due to the surprising amount of clears which came out of hiding on the Army Quartermaster business.

Export business was on the upturn last week. Italy bought 8,225 long tons of straight grades for first half May. The business was divided among five mills, the largest lot being 3,500 long tons. The price paid was $5.08 f.a.s. Gulf, net to the mill.

The Army Quartermaster bought approximately 77,000 sacks of first clears, enriched, basis the Gulf at $4.46@4.50. There was inquiry from both Great Britain and Production and Marketing Administration, but the business went outside of the Southwest. The area could not compete with the East or the West Coast on straights or clears. Denmark and The Netherlands were asking for quotations on shipments through May.

Quotations, March 25, Kansas City, carlots, cottons: hard winter bakery short patent $5.45@5.60, standard 95% patent $5.35@5.50, straight $5.25@5.40; established brands of family flour $6.40@7.10, first clears $4.05@4.30, second clears $3.60@3.75, 1% ash clears or higher $3.20@3.45; soft wheat short patent $6.80@7.00, straight $5.45@5.55, cake flour $6.25@6.85.

One mill reports domestic business active, 4 fair, 6 quiet, 8 slow, 2 dull.

Texas: There was a slight pickup in demand last week. Sales amounted to 35 to 40% of capacity, mainly limited to domestic outlets and about equally divided, family and bakers flour. Running time continued to average about four days. Prices were unchanged except for bakers flour, which was about 10¢ sack higher. Quotations March 25: family extra high patent $6.30@6.85, high patent $6@6.35, standard bakers, unenriched $5.60@5.85; first clears, unenriched $4.50@4.70, delivered Texas common points.

Hutchinson: A rising market served in no way to stimulate flour business last week for mills of this region. Bakers, large and small, continued to buy sparingly and at prices shaded highly in their favor due to the highly competitive market. Nothing was sold beyond six weeks and most bookings were for 30 days or less. The backlog is being rapidly dissipated with little or no business added. Directions from the family trade improved slightly, and operations usually ranged around 65%. Quotations, Kansas City basis: Family patent $6.10@6.20; bakers patent $5.40@5.45, standard $5.25@5.30.

Wichita: Mills operated at 84% of capacity last week, compared with 88% the preceding week and 64% a year ago. Domestic sales averaged 31%, compared with 38% the previous week and 15% a year ago. One mill reported export sales at 90% of capacity, one at 25% of capacity. Shipping directions were fair to good. Prices advanced 10¢ sack.

Salina: Demand last week showed some improvement. Prices were practically unchanged. Shipping directions were good.

Omaha: A wave of buying hit this area last week. The market immediately went up as the orders for 65,000 sacks came through. Millers, however, did not increase their production schedules, due to a lack of shipping orders. Some millers report that their shipping volume is in the "worst proportions" in many months. Average operations here were three to four days a week. Quotations March 25: bakery flour $5.25, family $6.65.

Northwest

Minneapolis: Flour sales reached the same low total as the previous week as buyers continued to show indifference to anything but nearby purchases. Only a few small lots were sold, ranging up to about 3,000 sacks in a few cases.

Shipments continue fairly heavy, and with sales volume lagging, the order backlog on mills' books is about as low as it has ever been, according to estimates of some millers. The stronger trend in the wheat market has failed to impress buyers to any extent.

Only a few sales of family flour were made last week despite a price decline of 10¢ a sack. Directions to distributors were good early in the week, but later they fell off. Consumer buying of family flour is reported fairly good.

Sales by spring wheat mills averaged 41% of capacity last week the same as reported for the previous week. Sales in the comparable week last year averaged 39% of capacity. Shipments from mills averaged 72% of capacity, down 7% from the previous week. (Percentage figures for this week are based on a five-day week; for last year on a six-day week.)

Production at Minneapolis mills averaged 66% of capacity compared with 72% the previous week and 52% in the corresponding week a year ago. For the entire Northwest, production averaged 64% of capacity, the same as in the previous week and 3% above a year ago.

Quotations March 20: standard patent $5.55@$5.65, short patent $5.65@5.85, high gluten $5.75@5.95, established brands of family flour, enriched $7.05, first clear $4.95@5.70, whole wheat $5.35@5.55.

Interior Northwest Mills: While most interior mills reported flour business equally as slow as the previous week, some noted a moderate pick-up in demand from bakers whose supplies were running low. Demand for family flour was reported fair to good in some instances. Production at interior mills averaged 62% of capacity, compared with 64% the previous week and 66% a year ago.

Central West

Chicago: There was no change in the flour market last week as activity was practically at a standstill and sales were widely scattered. Interest was nil as bakers continued their practice of buying a car at a time. Occasionally, a two-car order was received for immediate shipment for fill-in purposes only. Prices showed little change from the previous week. Shipping directions were only fair. The family flour market also was quiet, and a 10¢ price reduction did not renew interest. Sales were spotty and in small lots only. Deliveries were fair.

Quotations March 25: spring top patent $5.60@5.91, standard patent $5.40@5.71, first clear $4.60@5.24; family flour $7.40; hard winter short patent $5.50@5.85, 95% patent $5.35@5.75, first clear $4.70; soft winter short patent $6.10@6.85, standard patent $5.15@6.60, first clear $5.50@5.90.

St. Louis: Local mills last week reported new sales as very light, but shipping directions were very good. They also reported an increasing number of "price-date-of-shipment" orders from the trade.

Central states mills reported buyer resistance continues, although volume was slightly better due to the necessity of replenishing stocks. The trade still is not inclined to accept present prices and, in many instances, is operating on a price-date-of-shipment basis. Hard and soft wheat mills suffered from a lack of volume, but soft wheat mills did comparatively better. Clears were in fair demand for export, but there are indications this demand is lagging. Clears prices held steady while the higher grades were up about 5¢. Shipping directions on all grades were just fair.

Quotations St. Louis March 25: family top soft patent $6.40, ordinary $5.40, top hard $6.80, ordinary $5.55; bakers soft winter short patent $6.35, cake $6.35, pastry $5.20, soft straights $5.35, clears $4.05; hard winter short patent $5.65, standard patent $5.45, clears $4.50; spring short patent $5.85, standard $5.65, clear $5.05, low protein clears $4.30.

East

Buffalo: Flour sales continued to lag. The hopes of the buyers for lower prices do not seem to be materializing, and the result has been a hand-to-mouth operation for most of them. Inventories of the bakeries and wholesale houses are kept at a minimum. Shipping directions have been good.

Quotations March 25, f.o.b. Buf-

U. S. DEPARTMENT OF AGRICULTURE — AGRICULTURAL ECONOMICS

Cash receipts declined from 1948 to 1949 in all but five states, with an average drop of 10% for the U.S. as a whole. The largest increase, which occurred in Florida, was due to higher prices for citrus fruits. A maximum decrease of 32% in North Dakota was mainly the result of lower prices and reduced output of wheat and flaxseed.

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High	Low	Close Mar. 18, 1950	Close Mar. 25, 1950
	—1949-50—			
Allied Mills, Inc.	39½	24¾	38½	38⅝
Allis-Chalmers	35⅝	25⅛	34⅝	35
Allis-Chalmers, $3.25 Pfd.	90½	76	89	89½
American Cyanamid	58½	25¼	56½	58¼
American Cyanamid, Pfd.	138	99	137	138½
Archer-Daniels-Midland Co.	41½	26½	40½	40⅝
Borden	51½	39⅝	50⅝	51½
Burry Biscuit Corp.	5	1½	4⅝	4⅝
Continental Baking Co.	19⅝	13⅛	18⅝	18½
Continental Baking Co., $5.50 Pfd.	100	85	99	97⅝
Corn Products Refining Co.	73½	57	70	71
Corn Products Refining Co., $7 Pfd.	188	173⅛	185⅝	185
Cream of Wheat	30¼	23	30	29½
Dow Chemical	63½	43	63⅛	63⅝
Dow Chemical, $4 A Pfd.	110½	101⅞	110	110½
Dow Chemical, $3.25 2nd Pfd.	141	101	120	141
**Flour Mills of America, Inc.	12½	9½	12	11
General Baking Co.	12	9⅞	11⅝	11½
General Baking Co., $8 Pfd.	166	153	160	158
General Foods Corp.	51	39½	50⅝	50⅛
General Foods Corp., $3.50 Pfd.	103	93⅞	103⅝	104
General Mills, Inc.	57½	44⅝	55⅝	56½
General Mills, Inc., 3⅜% Pfd.	113	97	112½	112⅞
General Mills, Inc. 5% Pfd.	129½	122⅜	127⅞	127½
Great A. & P. Tea Co.	148⅝	102½	145½	145½
Great A. & P. Tea Co., $5 Pfd.	137	128⅝	133	134
Hathaway Bakeries, Inc., "A"	11⅝	8¼	11½	10⅝
Horn & Hardart Corp. of New York	34	30⅝	33⅝	34
Merck & Co.	43½	27	41⅝	41
Merck & Co., $3.50 Pfd.	99	90	97	96
Merck & Co., $4 Pfd.	130½	105½	120¼	122
National Biscuit Co.	40⅞	36½	37⅞	38
National Biscuit Co., $7 Pfd.	186	178½	185½	183½
Novadel-Agene	19	13⅞	16½	15½
Omar, Inc.	18	11	17½	17¾
Pillsbury Mills, Inc.	34½	26	33⅝	34½
Pillsbury Mills, Inc., $4 Pfd.	105½	100⅝	103	103
Procter & Gamble, new	60	56	....	59⅝
Purity Bakeries Corp.	34⅞	25½	32½	31⅝
Quaker Oats Co.	113	83¼	106¼	106¾
Quaker Oats, $6 Pfd.	158	143⅝	156	156
Ralston Purina Co., $3.75 Pfd.	102½	97⅝	100½	102
St. Regis Paper Co.	9½	6½	8⅝	8
St. Regis Paper Co., $4.40 Pfd.	90	77	86½	87
Standard Brands, Inc.	24	17¼	22⅞	24
Standard Brands, Inc., $4.50 Pfd.	93⅝	82	91	90⅝
‡Sterling Drug	41½	35	38¼	38⅝
‡Sterling Drug, $3.50 Pfd.	100	94	100	99
Sunshine Biscuits, Inc.	60⅞	38½	59½	60
United Biscuit of America	33½	19½	30⅝	32
United Biscuit of America, $4.50 Pfd.	110	103	110	108½
Victor Chemical Works	49⅝	23½	45½	45⅝
Victor Chemical Works, $3.50 Pfd.	101	91	99¼	98⅞
Wagner Baking Co.	9⅜	7⅜	8	7½
Ward Baking Co., Warrants	6½	2⅝		6⅛
Ward Baking Co.	19⅛	12	18⅝	18⅝
Ward Baking Co., $5.50 Pfd.	102	87½	100½	101½

	Bid	Asked
†Colorado Milling & Elevator Co.	13½	15
†Safety Car Heating & Lighting Co., Inc.	17½	19
†Standard Milling Co.	5⅞	6⅞

Closing bid and asked prices on stocks not traded March 25:

	Bid	Asked
Horn & Hardart Corp. of New York, $5 Pfd.	111½	113
Wagner Baking Co., Pfd.	108	112

**Chicago stock market. †Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

Canadian Stock

	High	Low	Close Mar. 10, 1950	Close Mar. 17, 1950
	—1949-50—			
Canada Bread	3.50	2.35	2.35	2.35
Canada Bread, Pfd. B	51	40	47½	47½
Canada Bakeries	11¼	5½	9½	9
Canada Food Products	9	4½	4.75	5.00
Canada Food Products, B	13½	8¼	12	12
Cons. Bakeries	12	7½	8⅛	8¼
General Bakeries	3.00	1.55	2.85	2.85
Lake of the Woods	29	21⅝	25	25½
Lake of the Woods, Pfd.	160	142½	155	155
Maple Leaf Milling	11⅝	8	9	8⅝
Ogilvie Flour	20½	19½	19⅝	19⅝
Ogilvie Flour, Pfd.	175	168	175	175
Purity Flour, Pfd.	53½	47	47⅝	48½
St. Lawrence Flour Mills	24	16	19	16
George Weston	26⅝	20	24⅝	25¼
George Weston, 4½% Pfd.	101½	98½	100½	100¼
Woods Manufacturing, Pfd.	35	17	30	30

Closing bid and asked prices on stocks not traded:

	Bid	Asked
Catelli Food	60½	
McCabe Grain, B	7½	
Purity Flour	6½	7½
St. Lawrence F., Pfd.		142½

falo: spring family $7.70@7.80, high gluten $6.20@6.25, standard $5.85@5.90, first clear $5.20@5.30; hard winter standard $5.90@5.95, first clear $5.60@5.65, soft winter short patent $5.75@5.80, straight $5.55@5.60, first clear $4.40@4.45.

Boston: A short buying spurt lifted the local flour market out of the doldrums last week as some buyers took limited advantage of a slight decline in quotations. Springs were unchanged to 5¢ lower. Hard winters were 5¢ higher to 10¢ lower. Soft wheat flours were unchanged.

The temporary demand tended to give the market a firmer tone, but buying dried up almost immediately. Most of the trading was held to replacement needs for April and May. However, the continued over-all strength has tended to unsettle the average buyer's attitude toward lower prices, and many operators were apparently ready to re-enter the market.

Quotations March 25: spring short patents $6.17@6.32, standards $5.97@6.12, high gluten $6.32@6.42, first clears $5.42@5.62; hard winter short patents $6.12@6.27, standards $5.87@5.97; Pacific soft wheat flours $6.32@6.57; eastern soft winter straights $5.27@5.97, high ratio $6.27@7.27, family $7.79@7.82.

New York: Flour business was stagnant in all quarters. Buyers were not even interested in inquiring about new commitments, and the only sales were extremely isolated cars sold at a slight discount, with shipping directions accompanying the order. With spring and hard winter price ranges paralleling each other, interest in southwesterns among bakers and jobbers was entirely absent except for round lot buying by one chain baker to cover requirements through April.

Cake grades also lagged as buyers showed no more confidence or interest in these flours than in bread grades.

Clears continued to show strength, and family flour prices were reduced without drawing business. Southwestern and soft winter prices were 5@10¢ higher, but springs were about unchanged.

Quotations March 25: spring family flour $7.70, high glutens $6.30@6.45, standard patents $5.95@6.15, clears $5.40@5.65; southwestern short patents $6.20@6.40, standard patents $5.90@6.05; high ratio soft winters $6.35@7.35, straights $5.36@6.

Philadelphia: Demand for all types of bakery flour continued to drag last week with most users deferring replacement purchases in hopes of lower prices. There is insufficient volume to give quotations a definite trend, and the general list held unchanged. The lone exception to the standstill was in spring first clear, for which the price spread was widened slightly.

The mild buying interest recently among the larger operators has apparently subsided. Both mill representatives and those in the brokerage trade report they have seldom seen such universal belief that prices are due to dip. They ascribe it to occasions on which individual millers offered bargain rates to obtain running time. Most feel this can happen again. Also contributing to such sentiment has been an upward tendency in millfeed prices, which have risen $1@3.

About the only trading is in modest amounts acquired by smaller establishments to meet production needs. Most bakeries have not worked off stocks bought under price concessions. However, low backlogs may force more bakers to take some action soon. Such a broadening of activity would have occurred before this, if demand for baked goods was near normal for the season. The recent steel and coal strikes reduced buying power.

Quotations March 25: spring family $7.25@7.55, high gluten $6.45@6.55, short patent $6.25@6.35, standard $6.15@6.25, first clear $5.70@5.95; hard winter short patent $6@6.10, standard $5.90@6.05; soft winter standard $4.85@5.05.

Pittsburgh: One large flour mill cut the price on hard Kansas bakers patents 25¢ sack the past week. Sales to some large bakeries resulted, but were not on as large a scale as was anticipated at this price drop. Retail bakeries did not participate in the buying to any extent.

Sales of spring wheat flour are slow, and competition continues at a high pitch. Offers made for spring wheat flour continue to be under the market quotations and are turned down by mills in most cases. Demand for soft winter wheat cake and pastry flours improved the past week, but volume sold does not reflect the increased demand for cakes and cookies reported by both retail and wholesale bakers the past several weeks.

Commitments for flour are for 60 days at the most, with 30 days more usual and prompt and immediate shipment the rule. Shipping directions on all flours are very good. Family flours, both advertised and unadvertised brands, continue to have a satisfactory demand by grocers and jobbers, with purchases limited to supplying nearby needs.

Quotations, f.o.b. Pittsburgh points, March 25: hard Kansas bakers standard patent $5.77@5.90, medium patent $5.87@6, short patent $5.97@6.15; spring wheat standard patent $5.95@6.25, medium patent $6.10@6.35, short patent $6.09@6.45; clears $5.25@5.65; high gluten $6.19@6.55; family flour, advertised brands $7.16@7.85, other brands $6@7; pastry and cake flours $5.35@6.92; Pacific Coast pastry flour $6.29.

South

New Orleans: A moderate amount of flour business was negotiated during the week in face of advancing prices. Buyers are pursuing a very conservative policy and are displaying no interest in booking for future shipment. The majority of sales are for replacement purposes and, in a few instances, for 30-day shipment. Hard winters enjoyed the heaviest volume of sales. The increased demand for northern springs continues, especially with the baking and jobbing trades.

Cracker and cookie bakers purchased moderate amounts of the central states type of soft winters and in some cases for shipment through April. Cake flour sale continues rather slow. Pacific Coast soft winters are in poor demand.

Shipping directions show a slight falling off, resulting from the slow demand for baked goods, particularly bread. Bread bakers have been complaining of decreased demand since commencement of the Lenten season. Export flour sales showed a slight improvement, particularly to the European countries. Italy, the Netherlands and U.K. all purchased, with the largest individual amount going to Italy. Sales to the Latin American countries are slow, with Jamaica purchasing the largest amount.

Quotations March 25, carlots, delivered, packed in 100-lb. multiwall paper bags: hard winter bakery short patent $5.65@5.80, standard $5.45@5.60, first clear $4.30@4.60; spring wheat bakery short patent $6.10@6.30, standard $5.90@6.05, first clear $5.35@5.65, high gluten $6.20@6.35; soft wheat short patent $5.75@6.05, straight $5.25@5.50, first clear $4.40@4.70, high ratio cake $6.05@6.40; Pacific Coast cake $6.75@6.90, pastry $6.10@6.25; all rail.

Pacific Coast

Seattle: The market was firm as a result of the strength in wheat, and prices remained virtually the same as the previous week. There are definite indications of high prices if this situation continues. Domestic business is showing some improvement over weeks past, but this is not enough to materially step up operations. The outlook is not too bright, as export business does not show signs of picking up. As a result, mills continue to operate on a limited schedule. Quotations March 25: family patent $7.10, bluestem $6.18, bakery $6.20, pastry $5.96.

Portland: Millers of the Pacific Northwest were disappointed in the amount of flour the government took last week as there were only acceptances for 85,000 sacks. This is destined for Greece for shipment prior to April 15. Three mills in the Pacific Northwest shared in the business. But mills are hopeful that the government will come in for additional quantities, as government officials indicated. Other export business is

slow. Domestic buying is light, with no broad interest in the market.

Quotations March 25: high gluten $6.25, all-Montana $6.20, fancy hard wheat clears $6.10, bluestem bakers $6.11, cake $6.85, pastry $6.05, whole wheat 100% $5.10, graham $5.60, cracked wheat $5.60.

Canada

Toronto-Montreal: No new export business was reported last week by eastern mills. While Canadian wheat continues to move in good quantities, movement of flour is off considerably with little prospect of improvement. Local mills report domestic demand poor but this is due to number of mills competing for that business.

Quotations March 25: top patent springs for use in Canada $11.10 bbl., seconds $10.60, bakers $10.50, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for carriage where used; for export to U.K., government regulation flour $14.05 per 280 lb., to end of April, winter ports.

Movement of winter wheat flour was reported poor, but most bakers' requirements are on contract basis and shipped as wanted. Quotations March 25: $9.25@9.90 bbl., f.o.b. Montreal; export $4.90 per 100 lb., export cottons, f.a.s. Halifax.

There were few deliveries of winter wheat. As demand is fair, prices have advanced. Quotations March 25: $2.02@2.05 bu., f.o.b. shipping point.

Winnipeg: Export business in Canadian flour last week totaled more than 66,000 bbl. and was divided almost equally between International Wheat Agreement and Class 2 countries. In the former classification destinations were Cuba, Bermuda, British Guiana, Panama, Belgian Congo and the Dominican Republic. Class 2 countries taking flour included Ceylon, Hong Kong, Venezuela, Ecuador and Guatemala.

Domestic trade was moderate, and mills were operating part time. Prices remained unchanged and supplies were light. Quotations March 25: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40, cottons; second patents $10.70@10.90, second patents to bakers $10.20@10.40.

Vancouver: Export business continues at an extremely low level. There have been some small lots worked to the Far East recently, but the total was not impressive and immediate prospects are not bright.

There is still no word from the Philippine Islands outlet for Canadian flour, and latest reports indicate importers in Manila are finding difficulty in getting the necessary dollar credits from their government to cover shipments now en route.

Some limited business in patents to Hong Kong is reported, but Australian millers are understood to still have the inside track by reason of the exchange picture. No buying for the Nationalist account on Formosa has been reported here for some weeks.

Domestic sales continue along routine lines with list prices unchanged. Quotations: hard wheat grinds, first patents $11.10 in 98's cottons, bakers patents $9.25 in paper bags and $10.25 in cotton bags, western cake and pastry to the trade $11.20@11.65.

Oatmeal

Toronto-Montreal: While demand is only fair prices have advanced considerably due to an increase in the price of oats. Quotations March 25: rolled oats in 80-lb. cottons $5; oatmeal in 98-lb. cottons $6.05, f.o.b. Toronto or Montreal.

Winnipeg: Domestic trade in rolled oats and oatmeal is moderate, and supplies are sufficient. Small amounts have been reported sold for export. Quotations March 25: rolled oats in 80-lb. sacks $4.85@4.95 in the three prairie provinces; oatmeal in 98-lb. sacks $5.85@5.95.

Minneapolis: Bulk rolled oats were quoted at $5.44 March 27; 20-oz. packages $3.10 case, 48-oz. packages $3.35.

Millfeed

Minneapolis: With demand heavy and supplies very tight in the Northwest, millfeeds are again stronger. Some mills are out of the market. Quotations March 27: Bran $48, standard midds. $49, flour midds. $49.50, red dog $50.50.

Duluth: Demand was more active last week, the trend was firm to higher, and supplies were adequate; pure bran $50, standard bran $48.50, standard midds. $50, flour midds. $50.50, mixed feeds $49, red dog $51.50.

Kansas City—Demand for millfeed continued good at Kansas City and prices moved to the highest point of the new year. Offerings were very limited. Quotations March 27: Bran $44.25@44.75, shorts $49.50@50.

Omaha: Demand continued to exceed supply last week. Quotations: bran $44, shorts $49.50.

Hutchinson: Excellent demand continued last week for millfeed, and output was readily disposed of at higher prices. Quotations, Kansas City basis: Bran $43.50@44, gray shorts $49@49.50.

W. T. Maslowe

JOINS ABA STAFF—Appointment of W. T. Maslowe, former Chicago newspaper man and public relations representative, to the publicity staff of the American Bakers Assn. has been announced by Walter H. Hopkins, director of the Bakers of America Program. For the past eight years Mr. Maslowe has been associated with J. Walter Thompson Co., Chicago, and Geyer, Newell & Ganger, New York, in the publicity departments. While with the advertising agencies he worked on the accounts of the Millers National Federation, Kraft Foods Co. and Reynolds Metals Co. He began his newspaper career in 1932 with the State Register in Springfield, Ill., and has served on the staff of the Associated Press, the Herald-American and the Times in Chicago.

FIRST TRAINED PORKER ON TV—Priscilla, the trained pig of General Mills, Inc., on a tour of Larro feed dealers in the Southwest, recently performed over a San Antonio television show during her appearance as a feature of the open house presented by the Feeder's Service & Supply Co. there. As shown above, the TV camera caught Priscilla eating from a full table setting and cleaning up her pen with a vacuum cleaner. At Priscilla's right, she is watched by ventriloquist Bud Vinson and his dummy, Johnny Dugan; Richard Perry, and Bert Larson, manager of the GMI road show that is taking Priscilla on her tour of Southwest feed dealers.

Wichita: Demand was good for bran and very strong for shorts last week. Supplies of both were inadequate. Quotations, basis Kansas City, March 24: Bran $44.50, shorts $50. Bran advanced $2 ton and shorts $2.50 ton, compared with the preceding week.

Salina: Demand last week was good. Prices were $2 ton higher on bran and shorts. Supplies were scarce. Quotations, basis Kansas City: bran $43.50@44, gray shorts $48.50@49.

Oklahoma City: Millfeed closed $1.50 higher on bran and $2 higher on shorts. Quotations, straight cars: bran $46@47, mill run $48.80@49.80, shorts $51.50@52.50; mixed or pool cars $1 higher on all classes.

Ft. Worth: Quotations March 25: bran $50@51, gray shorts $56@57, delivered Texas common points, about $1 higher on bran and $2 up on shorts compared with the previous week. Demand was good for the rather limited offerings.

Chicago: Quotations: bran $49.50@50.00, standard midds. $52.50, flour midds. $53.50, red dog $53@54.50. Demand good, supplies scarce.

St. Louis: Eastern markets are dull, undoubtedly being depressed by heavy imports of Argentine feeds, and the demand for cash feeds is slow, although the Kansas City option market is firm. Bran $47.50@48, shorts $51.75@52.25.

Buffalo: The market continued last week to be very strong, with a good demand for all ingredients. The expected price hike accompanied this, with rises of $1@3 higher than last week's. Quotations March 25, f.o.b. Buffalo: bran $51.50@52, standard midds. $53@53.50, flour midds. $54@54.50, red dog $54@54.50.

Pittsburgh: Demand was strong last week. Offerings covered all needs. Prices showed little change and were firm. Cautious buying is still practiced by most grain dealers. Quotations, f.o.b. Pittsburgh points: bran $56.50@59.10, standard midds. $58.50@60.10, flour midds. $59.60@61.10, red dog $60@62.10.

Boston: Millfeed prices were higher last week. Spring bran, middlings and mixed feeds were $2 higher while red dog advanced $3. Trading activity was limited to small fill-in lots for immediate delivery. Buyers were generally quite cautious. Houses with a heavy stake in the poultry industry, as far as active accounts go, are retrenching daily. Quotations March 25: spring bran $58@59, middlings $59.50@60, mixed feeds $59@60, red dog $63@64.

Philadelphia: Millfeed prices edged forward last week under a broadening demand and lighter supplies. Dealings were far from active, however, with best interest displayed in standard bran. March 25 quotations showed bran advanced $3 from the previous week to $58; a $2 rise lifted standard midds. to $59, and $1 addition put red dog at $60.

New Orleans: An active demand is developing for millfeed for immediate and prompt shipment, with offerings rather scarce. A better supply is available for future booking, but buyers in general are holding their bookings to March deliveries. Bran is showing considerable strength although slightly less than shorts. Export inquiries are limited. Bran $53.55@54.55, shorts $58.05@59.05.

Seattle: Activity last week pretty well cleaned out March and April positions as offerings were becoming scarce. Markets outside the immediate area advanced, making it more profitable for mills to go in other directions with mixed feeds. Most buyers are reluctant to go very far ahead as the demand for dairy rations is expected to decline and increased flour orders could cause adequate offerings. Prices from the mills were $46@47, delivered common transit points for March and April shipments, with middlings $5 ton over the above.

Portland: Mill run $46, middlings $52 ton.

Ogden: Millfeed prices remained

Sales Under Wheat Agreement

Importing countries	Guaranteed purchases	United States* Wheat	United States* Flour	United States* Total	Australia†	Canada†	France†	Total
		Reporting countries—total sales, 1,000 bu.						
Austria	11,023	3,365	1,219	4,184				5,694
Belgium	20,208	5,429	15	5,444		5,788		11,232
Bolivia	2,756	404	227	631		366		997
Brazil	15,256							
Ceylon	4,400				4,499			4,499
Costa Rica‡	1,102							
Cuba	7,422	38	1,925	1,963		3,495		5,458
Denmark	1,617					232		232
Dom. Republic	726		45	45		160		205
Ecuador	1,167		859	859		301		1,160
Egypt	8,816				5,888	1,584		7,472
El Salvador	404	23	324	347		116		463
Greece	15,738	9,522	692	10,214				10,214
Guatemala	367		297	297		190		487
Haiti	2,029		92	92		945		1,037
India	38,267				38,274			38,274
Ireland	19,104	1,932	109	2,041		2,343		4,384
Israel	6,144	373	343	716	269	3,944		4,929
Italy	49,418	6,279	786	7,065				7,065
Lebanon	2,388							
Liberia‡	37							
Mexico	9,166	8,212		8,212		350		8,562
Netherlands	22,751	16,069	2,685	18,754	1,864	591	1,478	22,687
New Zealand	4,593				33			33
Nicaragua	294		215	215		89		304
Norway	7,716	2,079	2,279	4,358	413	1,453		6,224
Panama	825		84	84		219		303
Peru	3,613	3,413		3,413		51		3,464
Philippines	7,382		231	231	5	133		369
Portugal	3,144	3,560	704	4,264	23	173		4,460
Saudi Arabia	1,837	57	271	328	19	203		550
Sweden	2,756				1,068			1,068
Switzerland	6,430					4,999		4,999
Un. of South Africa	11,608				3,600	3,888		7,488
U. K.	177,068	11,881	2,753	14,634	19,375	120,781	1,727	156,509
Venezuela	4,777		919	919		5,544		6,463
Total	558,709	72,596	16,475	89,071	74,704	155,522	3,187	322,344
Guaranteed quantities (exporting countries§)				168,706	80,293	203,488	3,320	456,139
Balance				79,635	5,577	48,333	133	133,443

*Sales confirmed by CCC through March 21, 1950.

†Sales recorded by Wheat Council through March 17, 1950.

‡Has acceded to agreement but not deposited instrument of acceptance with State Department.

§Unofficial quantities.

unchanged last week. Demand increased. Mills are operating five days a week and are booked well into April. Quotations: red bran and mill run $45, middlings $48; to Denver: red bran and mill run $52, middlings $55; to California: red bran and mill run $52.50, middlings $55.50, f.o.b. San Francisco and Los Angeles.

Toronto-Montreal: Supplies remain very tight. Demand is greater than supply, mainly due to prices being below oats and barley. Quotations March 23: bran $61.50, shorts $62, middlings $65, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: There is little or no trade in millfeed, and most supplies from western mills are being shipped to eastern Canada. There is no accumulation of supplies and sales in western Canada are insignificant. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54; small lots ex-country elevators and warehouses $3 extra.

Vancouver: There is some tightening in values due to heavy eastern demand, and while some sales have been reported below list, prairie mills show little inclination to offer on this Coast. Local mills, busy on export flour orders, are turning out more than enough millfeed to satisfy Coast demands. Some improvement in sales is looked for this summer, but the poultry picture remains dim with a 25% decline in the hatch. Cash car quotations: bran $50, shorts $51, middlings $53.

Rye

Minneapolis: Demand for rye flour continues listless, with sales limited to mixed-car business. Quotations March 27: white patents $4@4.30, medium rye $3.80@4, dark rye $3.35@3.90.

Portland: White rye $5.70, pure dark rye $4.70.

New York: Rye flour buyers showed interest last week but their ideas were about 20¢ below mills'. A few sales for immediate delivery were all that were reported. Pure white patents $4.60@4.70.

Buffalo: Rye flour sales continued at a low ebb last week, with prices blamed for the lagging demand. The Buffalo trade continues to be disappointed in the poor Lenten buying. Quotations, March 25, f.o.b. Buffalo: white $4.95@5, dark $3.85@3.90, medium $4.75@4.80.

St. Louis: New sales last week were reported as just fair, with shipping directions also fair. Pure white $4.75, medium $4.55, dark $3.65, rye meal $4.25.

Chicago: The rye flour market continued inactive last week. Sales were few and confined to small lots to cover immediate needs. Directions were fair. White patent rye $4.20@4.25, medium $4@4.05, dark $3.20@3.65.

Pittsburgh: Rye flour sales showed an increase last week, reflecting the lower prices on all types except blended rye flour. Bakers and jobbers bought limited amounts for prompt and immediate deliveries. They still anticipate even lower prices and exercised caution. Quotations: pure white No. 1 $4.31@4.65, medium $4.01@4.45, dark $3.81@3.90, blended $5.61@5.86, rye meal $3.81@4.15.

Philadelphia: The rye market has developed a slightly firmer undertone although bakers continue to display but slight interest. They are still price-conscious and reluctant to pay the small upturn posted recently. The March 25 quotations on rye white of $4.70@4.80 were up 5¢.

NEW YORK BAKERS MAKE MAY CONVENTION PLANS

BROOKLYN—The New York State Association of Manufacturing Retail Bakers will hold an exhibition in connection with its convention scheduled for the Hotel St. George, May 14-16.

Program details are being prepared and preliminary plans call for a reception May 14, following the board of directors' meeting. Convention sessions will be held May 15 and May 16, with entertainment and dancing the evening of May 15 and the closing banquet and dance in the grand ball room the evening of May 16.

Western Canada Visible Grain Supply

Visible supply of grain in the western inspection division as reported by the Board of Grain Commissioners for Canada, Fort William, Ont., March 16, 1950 (000's omitted):

	Wheat	Durum	Oats	Barl'y
Ft. William and Port Arthur	42,768	1,963	3,384	7,476
Vancouver-New Westminster	3,111	...	119	283
Churchill	126	...	...	...
Int., public and semi-public elevators	99	...	61	1,474
Totals	46,114	1,963	3,564	9,233
Year ago	33,092	2,908	1,743	2,346
Receipts during week ending March 16:				
Ft. Wm.-Pt. Ar.	1,199	87	242	135
Pacific seaboard	1,948	...	134	104
Int., public and semi-public elevators	8	2	31	4
Totals	3,157	89	417	243
Shipments during week ending March 16:				
Ft. Wm.-Pt. Ar.— Rail	45	1	799	228
Milled or processed	7	...	31	35
Pacific Seaboard— Ocean	947	...	...	63
Rail	10	...	27	18
Other terminals*	19	...	27	18
Totals	1,034	2	878	278
Total receipts for the crop year Aug. 1, 1949, to March 16, 1950:				
Ft. Wm.-Pt. Ar.	127,246	4,311	48,379	32,593
Pacific seaboard	58,403	...	3,422	768
Churchill	4,444	...	1	...
Other terminals*	418	8	383	1,877
Total shipments for the crop year Aug. 1, 1949, to March 16, 1950:				
Ft. Wm.-Pt. Ar.	87,656	6,489	46,557	27,459
Pacific seaboard	48,713	1	1,705	536
Churchill	3,524	...	1	...
Other terminals*	415	4	241	747

*All other terminals and semi-public terminals, western division.

United States Grain Stocks

Commercial stocks of grain in store and afloat at the principal markets of the U.S. at the close of the week ending March 18, 1950, and March 19, 1949, as reported to the Grain Branch of the Production and Marketing Administration of the U.S. Department of Agriculture in bushels (000's omitted):

	American Mar. 18, 1950	American Mar. 19, 1949	Canadian in bond Mar. 18, 1950	Canadian in bond Mar. 19, 1949
Wheat	131,983	129,118	114	498
Corn	45,272	30,710	...	...
Oats	12,402	4,885	829	1,228
Rye	7,423	2,182	316	1,201
Barley	20,028	18,222	444	169
Flaxseed	13,314	18,439	444	169
Soybeans	11,183	4,244	...	...

Stocks of U.S. bonded grain in store and afloat in Canadian markets March 18 (figures for corresponding date of a year ago given in parentheses): wheat, 5,144,000 (none) bu.; corn 1,169,000 (492,000); oats 145,000 (none); barley, 2,141,000 (1,000); soybeans, none (none).

Flaxseed Receipts, Shipments and Stocks

Receipts, shipments and stocks of flaxseed at Minneapolis and Duluth, for the week ending March 4, in thousand bushels:

	Receipts 1950	Receipts 1949	Shipments 1950	Shipments 1949	Stocks 1950	Stocks 1949
Minneapolis	172	187	31	73	8,616	16,412
Duluth	5	3	1	...	759	3,333
Week ending March 11—						
Minneapolis	87	197	24	53	8,749	16,126
Duluth	20	8	...	...	779	3,329
Week ending March 18:						
Minneapolis	114	189	26	117	8,701	16,283
Duluth	9	15	3	...	744	778
Week ending March 25:						
Minneapolis	171	123	19	43	8,744	16,147
Duluth	8	71	...	203	792	3,113

Millfeed Receipts and Shipments

Receipts and shipments of millfeed at the principal distributing centers for the week ending March 4, in tons, with comparisons:

	Receipts 1950	Receipts 1949	Shipments 1950	Shipments 1949
Minneapolis	...	...	13,938	14,403
Kansas City	1,316	2,220	7,150	4,680
Milwaukee	...	...	4,590	3,110
Week ending March 11—				
Minneapolis	...	...	13,450	14,040
Kansas City	1,920	3,270	3,840	4,920
Milwaukee	10	90	4,110	3,600
Week ending March 18—				
Minneapolis	...	...	13,200	12,580
Kansas City	1,710	1,920	3,330	4,290
Week ending March 25—				
Minneapolis	...	...	12,440	15,520
Kansas City	2,440	1,740	3,810	4,440
Milwaukee	...	30	3,930	3,880

Rye Flour Output

Following is the rye flour output reported to The Northwestern Miller by principal mills at Chicago, Minneapolis and outside points in the Northwest, in sacks, with comparative figures for the previous weeks:

	Mar. 4	Mar. 11	Mar. 18	Mar. 25
Five mills	26,311	29,196	24,041	*25,472

*Four mills.

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

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Experienced bag salesman with proven sales record to cover territory in Ohio and southern Indiana selling multi-wall paper bags and complete line of paper, flour and feed bags. Salary, expenses and liberal bonus plan. We have an excellent opportunity for the right man. All replies confidential. Address 733, The Northwestern Miller, 106 W. Jackson, Chicago 4, Ill.

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MILL SUPERINTENDENT OR ALLIED trade salesman. Have knowledge and background to be successful. Prefer non-union but not essential. Available immediately. Address 713, The Northwestern Miller, Minneapolis 2, Minn.

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WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1121 E. High, Jefferson City, Mo.

HIGHER SALES REPORTED BY MEGOWAN-EDUCATOR

BOSTON — Megowan-Educator Food Corp. reports for the year ended Dec. 31 a net profit of $102,250. In the preceding year the company reported a net loss of $19,496. Net sales last year totaled $6,455,160, compared with $6,233,692 in 1948. The year end balance sheet showed current assets of $911,120, against current liabilities of $674,623, indicating net working capital of $236,497.

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, March 18, 1950 (000's omitted):

	Wheat	Oats	Rye	Barl'y
Buffalo	108	828	214	...
Afloat	...	...	...	...
Chicago	...	...	...	...
Afloat	...	...	102	...
Milwaukee	...	...	...	13
Afloat	...	...	...	431
New York	6	...	...	...
Totals	114	828	316	444
Previous week	201	932	217	114
March 19, 1949	498	1,128	1,192	169

MILLFEED FUTURES

The following is a comparison of settling prices at Kansas City for March 18 and 25:

	March 18	March 25
BRAN—		
March	$42.25@ 43.00	$43.50@ 44.10
April	41.45@ 42.00	42.25@ 43.50
May	39.85@ 40.20	40.25@ 40.75
June	37.85@ 38.10	38.40@ 38.75
July	36.40@ 36.90	36.50@ 36.50
August	36.00@ 36.80	36.50@ 38.50
SHORTS—		
March	$46.85@ 47.50	$49.50@ 50.20
April	46 *46.35	48.50@ 49.00
May	45.50@ 45.90	47.75@ 48.50
June	45.25@ 45.40	47.25@ 48.00
July	42.50@ 45.00	45.20@ 45.50
August	42.25@ 43.00	45.50@ 45.50
Sales (tons)	600	600

*Sale.

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Founded by
FRED UHLMANN

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CHICAGO, ILL.

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KANSAS CITY, MO.

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LA GRANGE FLOURS

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GRIST OF GRINS

A prim old Quaker lady was driving her shiny new car in an eastern city. Suddenly, at a cross street, a heavy truck was unable to stop until it had collided, crumbling a fender, breaking a window and gouging a hole in the side of her car. Infuriated, the lady managed to control herself only by remembering her Quaker upbringing. She got out and walked over to the truck driver. "When thee gets home to thy kennel, tonight," she said, "I hope thy mother bites thee."

◆ ◆ ◆

Motorist: "I ran over your cat and I want to replace him."

Housewife: "Well, get busy. There's a mouse in the pantry."

◆ ◆ ◆

The usually meek little man came sputtering in to work one morning. "What's the matter?" asked a fellow-worker solicitously.

"Matter," he raged. "My wife called me a model husband last night in front of our friends. I have never been so insulted in my life."

"How so?"

"I looked up 'model' in the dictionary, and it says, 'a small imitation of the real thing!'"

◆ ◆ ◆

An outfielder for the Cincinnati Reds met a local preacher one Sunday. The Red asked whether the preacher was going to the game, and the following conversation is supposed to have ensued:

"No, I don't go to baseball games on Sunday. Sunday is my busiest day."

"I know," said the baseball man, "it's my busiest day, too."

"Yes," said the pastor, "but I'm in the right field."

"So am I," was the answer, "ain't that sun terrible."

◆ ◆ ◆

The footsore hobo walked along the highway, thumbing his nose at the passing cars and trucks. Another hitchhiker watched the hobo's gesture in amazement.

"Hey, feller," cried the second hitchhiker, "if you're looking for a lift, why thumb your nose at our potential benefactors? You'll never get a ride that way."

The hobo shrugged. "Who cares!" he chirped. "This is my lunch hour."

◆ ◆ ◆

The grave digger was completing his last grave for the day, his mind on other things. Suddenly he found he had dug so deep he couldn't get out. He called for help, but it was nightfall before he finally attracted the attention of a drunken passerby.

"Get me out of here," pleaded the digger. "I'm cold."

The drunk studied the situation for some time, finally focusing on the digger. "No wonder you're cold," he finally announced. "You haven't got any dirt on you."

◆ ◆ ◆

"You know, Jane, I'm a fellow of few words."

"Well, you keep those mighty busy."

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CONVENTION CALENDAR

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Furnberg, 1523 Mulberry, Waterloo, Iowa.

April 13-14 — Southern Bakers Assn., Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 702 Henry Grady Bldg., Atlanta 3.

April 14-15—Oklahoma Grain & Feed Dealers Assn., Shirvin Hotel, Oklahoma City.; sec.-treas., E. R. Humphrey, 602-04 First National Bank Bldg., Enid.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-engr., Roger Williams, 1138 Jefferson St., Salem.

April 19: South Dakota Bakers Assn., Cataract Hotel, Sioux Falls; sec., Lee Quarnberg, Tri-State Milling Co., Rapid City, S.D.

April 20-22—California Hay, Grain & Feed Dealers Assn.; Biltmore Hotel, Los Angeles; sec.-treas., I. J. Stromnes, Blue Anchor Bldg., 1400 10th St., Sacramento 14.

April 21-22—Self-Rising Flour Institute, Inc., White House, Biloxi, Miss.; sec., Allen R. Cornelius, 1314 Nashville Trust Bldg., Nashville 3, Tenn.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 24-25—Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha, Neb.; sec.-treas., Howard W. Elm, Lincoln.

April 28-29—Texas Grain & Feed Dealers Assn.; Hotel Galvez, Galveston; sec.-treas., G. E. Blewett, Blewett Little Grain Co., Fair Blvd., Ft. Worth.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

May 1-5—Association of Operative Millers, Hotel Jefferson, St. Louis, Mo.; sec., Donald S. Eber, 630 Board of Trade Bldg., Kansas City 6.

May 2-3—Panhandle Grain & Feed Dealers Assn., Herring Hotel, Amarillo, Texas; sec., Joe S. Morris, P.O. Box 306, Amarillo.

May 5-6 — Kansas Grain, Feed & Seed Dealers Assn., Hotel Kansas, Topeka, Kansas; sec., O. E. Case, 823 Wiley Bldg., Hutchinson.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint convention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 758, Chicago 4.

May 7-9—National Association of Flour Distributors, Hotel Statler, Boston; sec.-treas., Wayne G. Martin, Jr., The Northwestern Miller, 23 Beaver St., New York 4.

May 9-10—Illinois Grain Dealers Assn.; Pere Marquette Hotel, Peoria; sec., E. S. Herron, Gilman.

May 10—Kentucky Master Bakers Assn., and Memphis Master Bakers Assn.; Frankfort, Ky.; sec., Kentucky Master Bakers Assn., M. J. Fleischer, 919 Monmouth St., Newport, Ky.

May 14. — Flour Millers Export Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Helen Gervais, National Press Bldg., Washington, D.C.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 15-17—Millers National Federation; Edgewater Beach Hotel, Chicago, Ill.; sec., Herman Steen, 300 W. Jackson Blvd., Chicago 6.

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References:
De Twentsche Bank, N. V., Rotterdam
The Guaranty Trust Co., New York
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AMSTERDAM
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We outfit offers from American Mills willing to share the export business to Holland
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— and the womenfolks will soon be wanting new Spring dresses in colorful designs — like those used in

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gay — chic — pretty . . . floral designs — smart figured prints . . . in sturdy, well-made, carefully-finished bags for flour and feed . . . (special adhesives make labels easy to remove).

SATISFACTION PLENTY — WHEN YOU BUY MENTE

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MENTE & CO., INC.

ISAAC T. RHEA, Pres.

SAVANNAH • NEW ORLEANS • HOUSTON

Anniversary

J. C. Stewart Completes 50 Years in Flour, Feed, Grain Business

PITTSBURGH—Jesse C. Stewart, president of the Jesse C. Stewart Co., Pittsburgh, is this year celebrating his 50th anniversary in the flour, feed and grain business. He originally entered the flour business in 1894 as a salesman for the Mennel Milling Co., Fostoria, Ohio, remaining with that mill until 1897, when he joined the sales staff of the Listman Mill Co., Racine, Wis.

Mr. Stewart established his own flour brokerage business in Pittsburgh in 1900, just 50 years ago, and for a short time had his brother, Victor W. Stewart, as his associate. Among the first mills represented by the new company were George C. Christian & Co., Minneapolis, and Tennant & Hoyt Co., Lake City, Minn., whose flour has been sold by the Stewart organization without interruption for over 46 years.

In 1906 Mr. Stewart became a jobber of flour and feed, when he obtained offices and warehouse space in the Wabash Terminal. He enlarged his company's facilities in 1914 through the purchase of a modern warehouse at Aiken Ave. and the P. R.R. in Sunnyside, Pittsburgh.

The Jesse C. Stewart Co. was incorporated in 1917, and in 1920 it purchased the Iron City Elevator in Pittsburgh. A modern warehouse was added and machinery for the manufacture of formula feeds was installed.

In 1943, the company's offices and plants were consolidated at 1217 W. Carson St., and facilities were further improved.

—BREAD IS THE STAFF OF LIFE—

GRAIN TANKS BEING BUILT

HAYS, KANSAS—A new addition costing more than $200,000 is now being built by the Farmers Co-op Elevator here. This will increase the firm's storage capacity to 600,000 bu. Chalmers & Borton of Hutchinson is erecting the structure. The project includes 13 tanks which will be built in a continuous pattern with the present tanks. They will be of steel and concrete. Each tank will be 16 ft. in diameter and will be 120 ft. high. The elevator will have a total of 29 tanks when the project is completed. The co-op elevator was established here in 1915.

FAMILY PATENTS

White Crest Red Crest

Cake and Pastry Flours

J. C. L.

Sponge Cracker Flour

The J. C. Lysle Milling Company
Leavenworth, Kansas

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-Rising
LIGONIER, IND. NORFOLK, VA.

SAN FRANCISCO
PORTLAND
LOS ANGELES
BERKELEY

AMES HARRIS NEVILLE CO.

MULTI-WALL PAPER BAGS
BURLAP AND COTTON BAGS
AND SEWING TWINE

WESTERN MILLING CO.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices Walla Walla, Washington

PRESTON-SHAFFER MILLING CO.
MERCHANT MILLERS
ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard Spring Patents

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THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

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Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR MILLS CO.
Arkansas City, Kansas

THE HIGGINSVILLE FLOUR MILL
Higginsville, Missouri

DIXIE-PORTLAND FLOUR MILLS
Richmond, Virginia

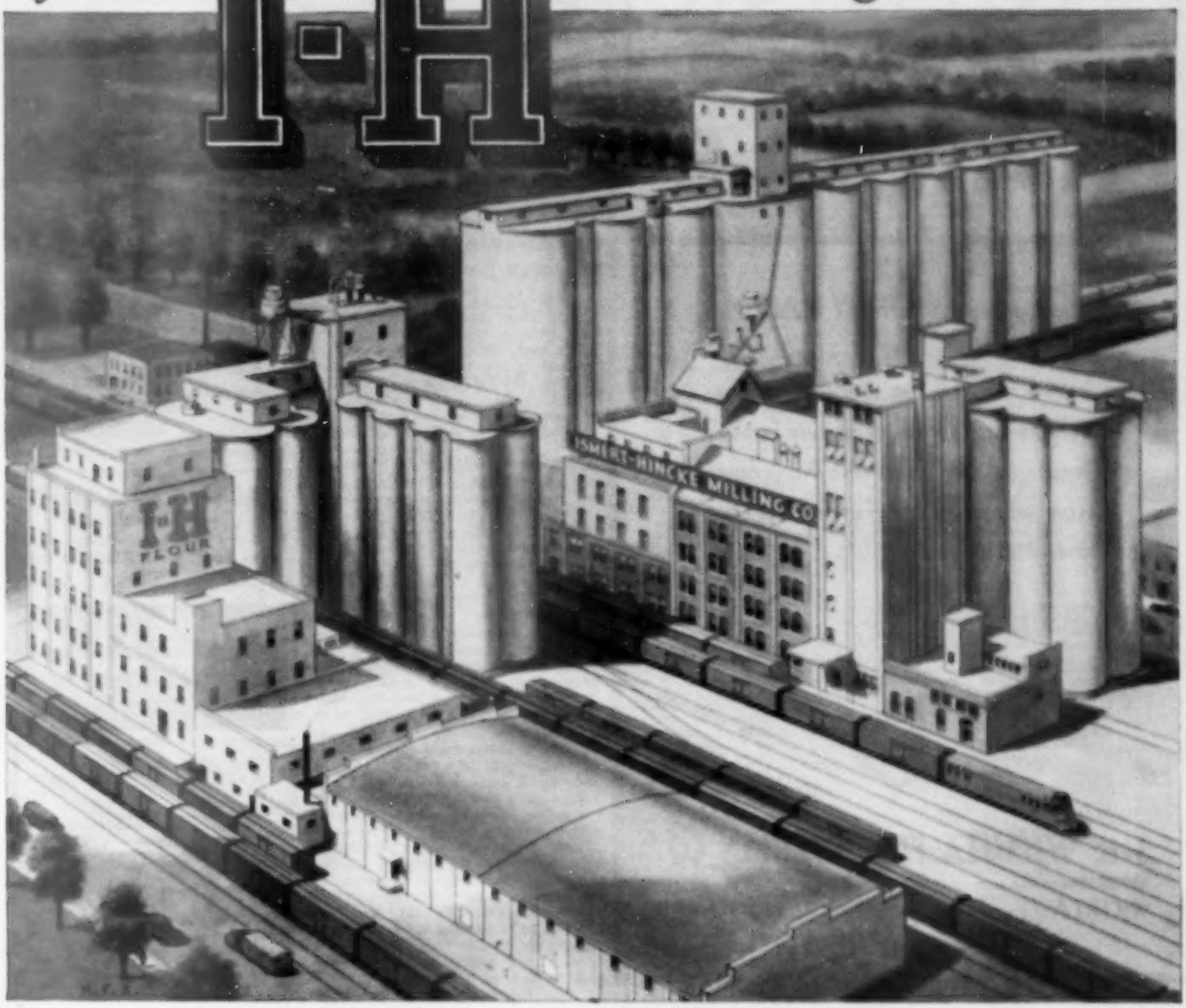
Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

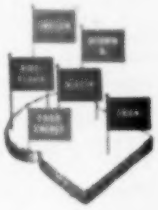
One Ideal source of supply for all your flour needs

FAMILY • BAKERS • CRACKERS • CAKE

If it's I-H milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



Advertising Boosts Sales

Don't Neglect the Opportunity to Tie-in With the Millers' National Advertising Program

IT'S good business for a baker to insure his bread quality with I-H flours. For that is just what I-H quality provides . . . a reliable insurance against day to day quality variations in the baker's loaf. I-H flours are milled with the greatest care and skill and always with the determination to hold to the highest standards for bakery flours.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

SUNNY KANSAS

The quality of SUNNY KANSAS speaks for itself . . . and your bread will tell the story of the excellent baking values of this famous flour. SUNNY KANSAS comes from wheats of preferred baking characteristics.

THE WICHITA FLOUR MILLS CO.
5,000 Sacks Capacity 1,000,000 Bushels Storage
WICHITA KANSAS
CABLE ADDRESS, "SENTINEL"

VALLEY GRAIN CO.
KANSAS CITY, MO.
OPERATING FIFTEEN COUNTRY ELEVATORS AND SUBTERMINALS WITH A STORAGE CAPACITY OF A MILLION BUSHELS
PAUL UHLMANN, President
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KANSAS CITY BOARD OF TRADE
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KERR GIFFORD & CO. INC.
Grain Merchants :: Flour Millers
PORTLAND, OREGON, U.S.A.
7,000,000 Bushels Terminal Storage
We Specialize in Malting Barley

A Loaf of Hovis Bread

Bakers Offered Franchises for Hovis Bread

NEW YORK—Hovis bread, for many years popular in England, will be seen in various markets in the U.S. soon through franchise arrangements to be made with U.S. bakers.

For over 50 years the bakers of England have been producing this bread which is a golden brown loaf, not to be confused with whole wheat. It is made of approximately 75% unbleached wheat flour and 25% prepared wheat germ. The wheat germ is specially treated to prevent rancidity. While the bread is not enriched according to U.S. methods of enrichment, it is naturally high in vitamin B complex, iron and niacin.

The bread is well known to American soldiers, who served in England during the war.

Hovis America, Inc., the new American company, obtained the milling machinery in England and has made contract arrangements with the Atkinson Milling Co., Minneapolis, to produce the flour here.

Two large New York bakers are now in production on this bread.

Distributors are now arranging franchises with U.S. bakers. Franchise plans call for qualified bakers who are non-competing. The company specifies copyrighted wrapper bands with cellophane wrappers, which are bought through regular suppliers. Advertising material is planned as part of this campaign.

The baker follows the Hovis formula and procedure, which is said to be simple. The loaf can be produced in an hour and a half from mixer to the finished product.

The company will be represented in the U.S. by Wm. C. Duncan and Co., New York.

—BREAD IS THE STAFF OF LIFE—

Mexico Plans Hike in Output of Wheat and Other Staple Crops

MEXICO CITY—According to preliminary estimates of the Agriculture and Livestock Ministry, Mexico is expected to produce this year more wheat, corn, rice, sugar and other basic staples. The largest proportional crop increase will be in wheat.

Ministry officials estimate that the 1950 wheat crop will amount to 750,000 tons—about 200,000 tons more than in 1949. Mexico is still importing about 250,000 tons of wheat every year. The increase this year in the country's production is expected to virtually cut off imports of wheat and by 1951, or at the latest in 1952, suspend definitely all imports of this grain.

Corn production is also expected to increase considerably this year. In 1949, Mexico produced 3,150,000 tons, which permitted the country to export 152,000 tons. This year Mexi-

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15,000 Cwts. Capacity
Grain Storage 7,250,000 Bus.
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"Heart of America" FLOUR
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Better Bakery Flours
These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
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"CREMO"
Just the Cream of Hard Wheat
CROOKSTON MILLING CO.
CROOKSTON, MINN.

BLAIR'S Certified FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Victor-Champion-Frost King-Headliner
Family Flour De Luxe
THE CRETE MILLS
CRETE, NEB

PAPER SACKS FOR MILLERS
The Chatfield & Woods Sack Co.
CINCINNATI O.

Choice
MILLING WHEAT
NORRIS GRAIN COMPANY
Kansas City, Mo.

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ARNOLD ...of... STERLING
Mills and Sells
"Thoro-Bread"
(Diastatically Balanced)
A very fine, strong, altogether uniform and dependable flour
ARNOLD MILLING CO.
STERLING, KANSAS

"DURAMBER"
SEMOLINA
FANCY No. 1
Milled from Carefully Selected
AMBER DURUM WHEAT
AMBER MILLING DIVISION
Farmers Union Grain Terminal Association

Chickasha Milling Co.
Capacity 800 bbls — CHICKASHA OKLA. — Cable Address "Washita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

Mother Hubbard Flour
For Quality, Flavor and Economy
Hubbard Milling Co.

"Whitewater Flour"
Ground Where the Best Wheat Is Grown
WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

Low Grades and Millfeed
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Fancy Short Patent Biscuit and Pastry Flour
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Millers of
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BAKERY FLOURS

KING MIDAS FLOUR
Pv
KING MIDAS FLOUR MILLS
Minneapolis, U. S. A.

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GRAIN MERCHANTS
Operating:
Chicago Great Western Elevator
Kansas City
Wolcott & Lincoln Elevator
Wellington, Kansas
Main Office: KANSAS CITY, MO.
Board of Trade Building

Set your flour Specifications

...we meet them with a laboratory controlled product

We are fully equipped to produce flour to any set of standards, because in our modern mills we use every facility for the technical control of flour throughout its entire milling process.

Our fully modern testing laboratories operate constantly in analyzing and blending the fine Northwest hard wheats to which we have access; and our test bakery checks actual results with each individual flour we create.

Information about the technical help we can give you is available through our representatives or by contacting us.

MONTANA FLOUR MILLS COMPANY

General Offices: Great Falls, Montana
Eastern Office: 1831 Marwin St., Cleveland, Ohio

FEED INDUSTRY ON PARADE—A high spot on the Midwest Feed Manufacturers Assn. convention program was the "Kansas City Feed Industry on Parade" presentation which was repeated as an example of effective industry-wide promotion. The old-fashioned girl on the left is holding up the 13 lb. feed needed to produce a dozen eggs in her day, while the modern girl on the right is holding 6½ lb., the amount needed today to produce a dozen eggs. The illustration at the right shows other props used in a re-presentation of the feed industry's show. The map illustrated the trade territories for Kansas City's manufactured feeds. The model illustrated the various clothing uses of print bags.

co expects to produce 3,350,000 tons, due in great part to the new improved hybrid seed being used throughout the country.

Rice production is expected to total this year nearly 200,000 tons, compared with approximately 180,000 tons produced in 1949. The increase in production will be set aside for higher exports of this staple, mostly to the Philippines and Japan.

Sugar cane plantations in Mexico may yield as much as 750,000 tons of refined sugar this year, with exports expected to total about 250,000 tons. To avoid any possibility of sugar shortages in Mexico, due to exports getting ahead of domestic consumption needs, the government is planning to stock between 50,000 and 100,000 tons of sugar in "special reserves" to be used in case of any such shortage.

Hike in Farm Credits

Meanwhile, Mexico's two governmental agricultural credit banks, the Banco Nacional de Credito Ejidal and the Banco Nacional de Credito Agricola plan to invest the sum of 400 million pesos in farm credits this year with a view to increasing Mexican agricultural production. In addition, the setting up of a new agricultural credit bank, under the name "Banco de Cosecheros" with an initial capital of 30 million pesos, is under consideration.

—BREAD IS THE STAFF OF LIFE—

GRAIN FIRM HEAD

MILWAUKEE—William G. Hottensen has been elected president of the W. M. Bell Co., Milwaukee grain firm, succeeding Robert G. Bell, who has retired. Mr. Hottensen has been associated with the firm for 18 years.

Every Seal You Use HELPS

National Society for Crippled Children and Adults, 11 S. LaSalle St., Chicago 3, Ill.

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

DOBRY'S BEST *and* BEST OF THE WEST
DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

CHARLES H. KENSER
Member Omaha Grain Exchange
MILLING WHEAT
MILLFEED • FLOUR
440 Omaha Grain Exchange
OMAHA, NEBRASKA

3 BAKER FLOURS

that give *baking consistency that's hard to beat.*

TEA TABLE
OVENSPRING
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

There are Crew Chiefs... in flour processing, too

The work of the crew chief is vital, for in his hands is the "know-how" that keeps the plane functioning. His ceaseless probing and constant vigilance prevents troubles, and with his knowledge and skill, he can quickly diagnose and repair all malfunctionings. Like the crew chief, the N-A Serviceman is skilled, careful, and thorough, and his constant inspections of your processing operations will help prevent troubles and ensure that the time-tested N-A products are most effectively applied.

The N-A Flour Service Division, with over twenty-five years' experience in the bleaching, maturing, and enriching of flour, is always ready to come to your assistance. Its extensive laboratories will gladly work with your staff and consultants for the solution of any processing problems encountered.

Why not call the nearest N-A office today? They will gladly demonstrate how the N-A Flour Service Division, with its laboratories, research specialists, and servicemen, can act as your "crew chief" and thus keep your operation in "flying" condition.

DYOX
for flour maturing

NOVADELOX
for a whiter, brighter flour

N-Richment A
for uniform enrichment

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR

NOVADEL-AGENE

NA-41

BELLEVILLE 9, NEW JERSEY

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Wanted: Confidential information about YOU.

Sometime after April 1st, a stranger will visit your home. He'll want some personal information about you. But don't be alarmed; you need keep no secrets from *him*.

He's the Federal Census-Taker—and everything you tell him will be kept strictly confidential. Your privacy will be protected, for individual census reports are classified TOP SECRET by Federal law. They cannot be shown to anyone —not even the F.B.I.

Your honest answers are important; for after ten years of turbulence, war, and migrations, great changes have taken place in America. To record them, the 1950 Decennial Census will make the most detailed survey in the history of the nation.

Leaders of business and government need complete and current facts to plan intelligently for better supply and distribution of goods and services, for better schools, roads and housing.

So greet that stranger with a smile—his work may help you plan your business, too.

COURTESY OF
General Mills
IN COOPERATION WITH
THE ADVERTISING COUNCIL